

The American

BAKER

PUBLISHED FOR THE BAKERS OF AMERICA

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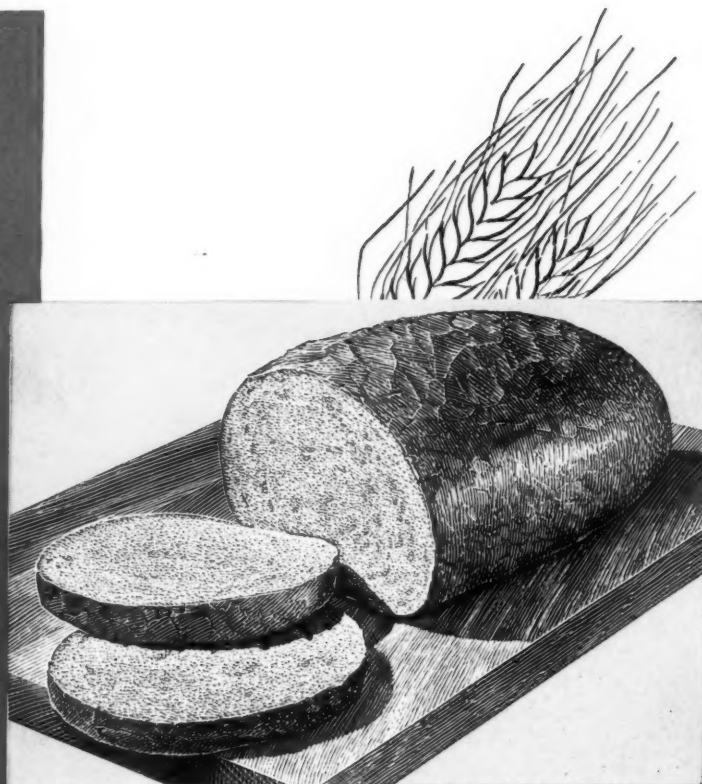


Southern Bakers Association

SEVENTH ANNUAL PRODUCTION CONFERENCE

Elmore Hotel, Atlanta, Sept. 15-17, 1957

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- Pure Dark Rye
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- Rye Blends—Cream, Dark
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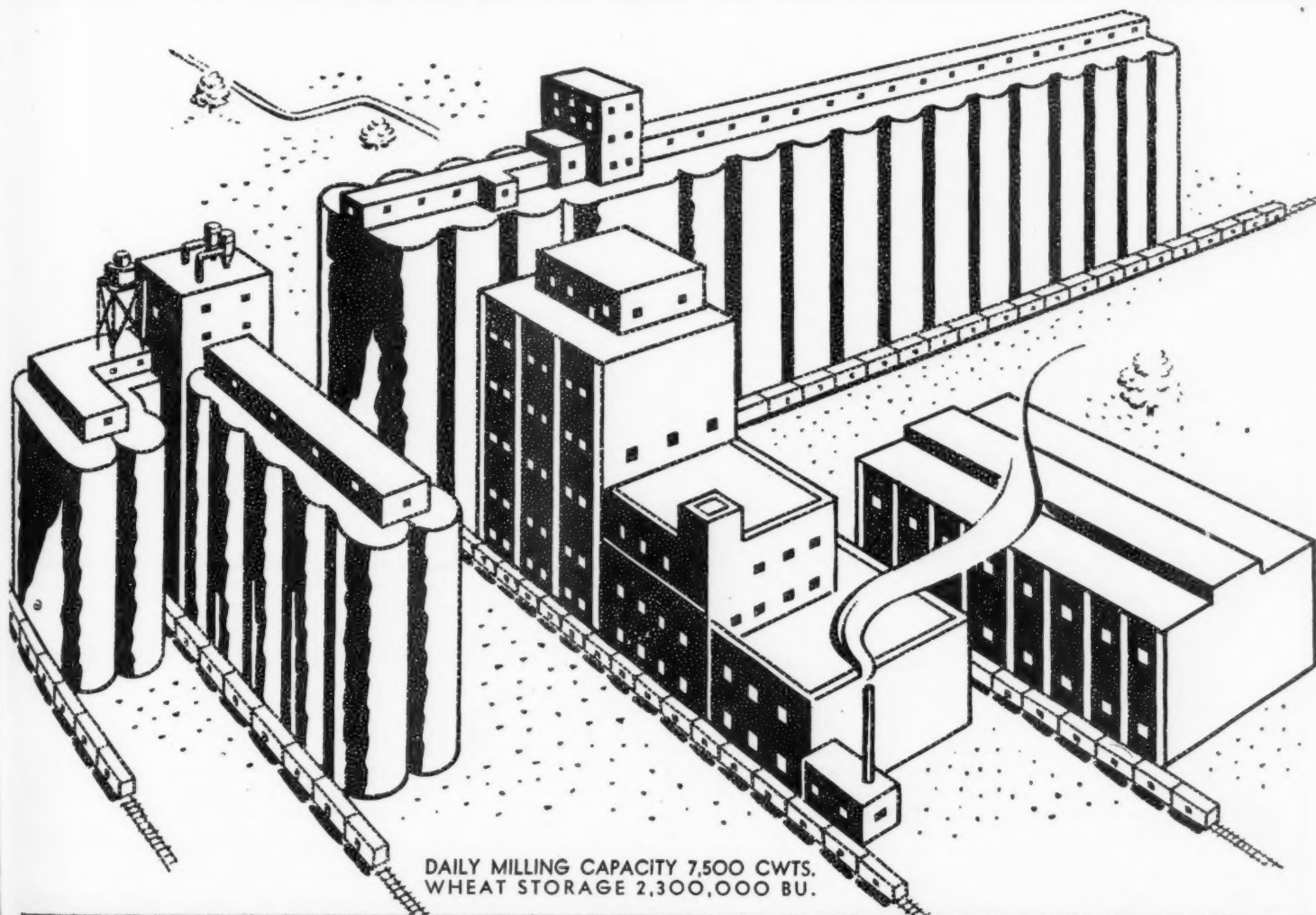
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The **ISMERT-HINCKE** *Milling Company*

KANSAS CITY, MISSOURI

The American Baker

Published Monthly for the Bakers of America by
THE MILLER PUBLISHING CO.



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THE AMERICAN BAKER is published by the Miller Publishing Co. at 2501 Wayzata Blvd., Minneapolis, Minn. Mail Address, P.O. Box 67, Minneapolis 1, Minn. Telephone, Federal 2-0575. Teletype, MP 179.

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SUBSCRIPTION RATES—One year \$2, two years \$3, in U.S.A. or U.S. possessions, Canada and Pan-America. Add \$1.50 a year for postage to other countries. Single copy 25c. Entered as second class matter at the Minneapolis Post Office. Readers are urged to give prompt notice of change of address and to anticipate future changes by two weeks' advance notice, using form 22-S obtainable from postmen.

THE MILLER PUBLISHING CO. also publishes The Northwestern Miller, Feedstuffs, Milling Production and CropLife. Executive, editorial and publication offices at 2501 Wayzata Blvd., Minneapolis, Minn. Carroll K. Michener, Chairman of the Board of Directors; Milton B. Kihlstrum, Executive Vice President and Treasurer; Martin E. Newell, Vice President; Don E. Rogers, Vice President; Wilfred E. Lingren, Secretary; Thomas A. Griffin, Business Manager; Edwin J. Hartwick, Circulation Manager; James G. Pattridge, Assistant Treasurer; Richard L. Ostlund, Office Manager; Walter O. Buchkosky, Production Superintendent.



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PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:



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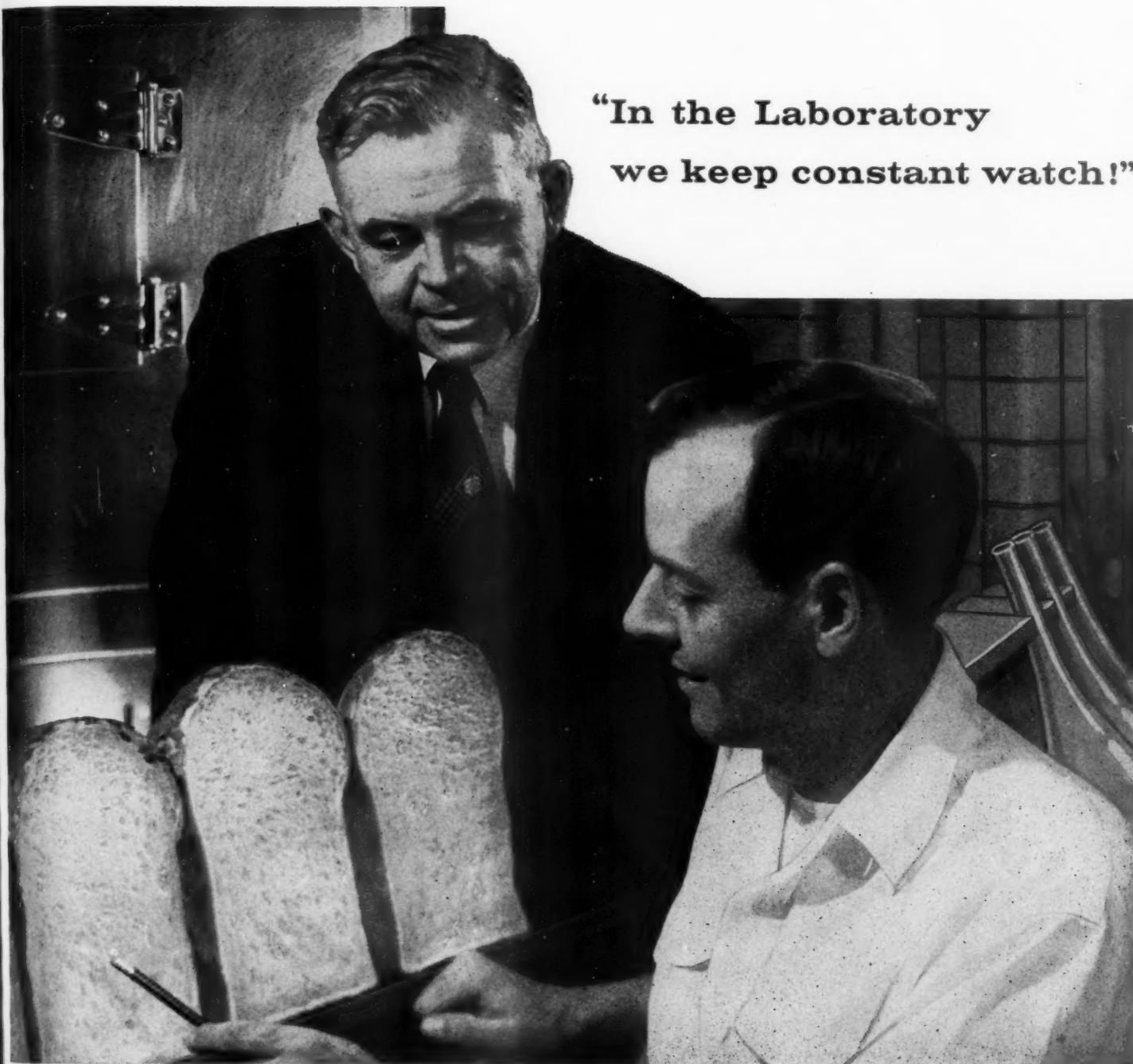
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we keep constant watch!"**



Norton Risdal, Director of Products Control, shows samples of the test bake to "Mr. American Farmer" on his tour of the King Midas Offices in Minneapolis.


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of the fight
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Individually milled

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superior performance!

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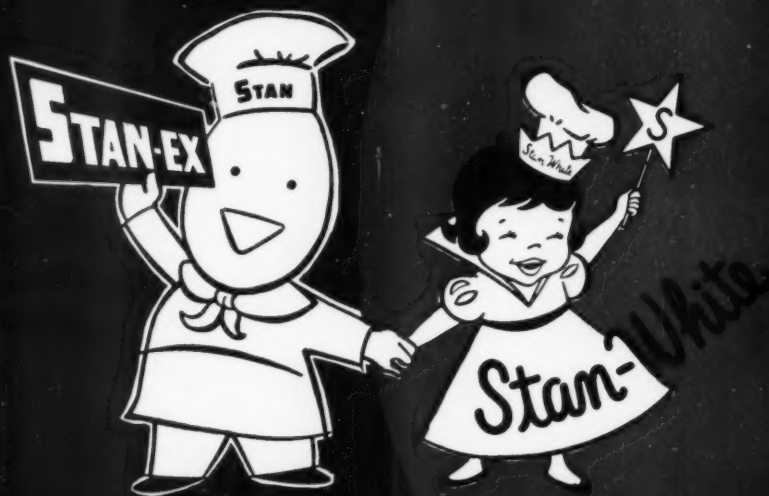
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can be costly*

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The successful American businessman is a "man in motion"! And the typical bakery executive is no exception...always driving ahead for better methods, better production. He keeps informed on modern technology, on production methods, on formulas and every

phase of his business. And when it comes to the all-important ingredient, the "man in motion" really goes for Drinkwater Flour for perfect, top-quality loaves every time.

MORE SOUTHWESTERN BAKERS HAVE USED DRINKWATER FLOUR FOR MORE YEARS THAN ANY OTHER BRAND



DRINKWATER FLOUR

Morten Milling Company, Dallas, Texas



THE KAFFEE KLATCH has long been a national neighborly institution. And what a market it is for bread . . . translated into cinnamon toast, caraway toast strips and many other tidbits that appeal to feminine appetites.

And when that wrapper or label informs diet-conscious women that every vitamin-packed slice of enriched bread provides fewer calories than a normal serving of skim milk—what a powerful sales argument! Just two good reasons why America's bakers sell more than 41,000,000 loaves of bread *every day*!

More and more bakers are using uniform, dependable Commander-Larabee flours for their baked foods because they have complete confidence in our milling organization which, through specializing in producing *bakery flours*, has earned the reputation of being *first in bakery flours*.

If you are not already making use of our *specialized services*, why not send a part of your business our way? We'll gladly pay the freight on your wire or phone call . . . and give you the most pleasing product and service you've ever had!

FIRST IN BAKERY FLOURS

Commander-Larabee

MINNEAPOLIS • KANSAS CITY

Comment . . .

. . . by Cooley

We have often heard the American pattern of life described as a constantly changing one, but it seems as if that change is quickening its tempo until the passage of a few short weeks permits changes that will affect our lives 50 years from now. Not that it has anything to do with the baking industry (except for the low bidder to the concessionaire), but the next few weeks will determine what groups of people will see major league baseball for the next 20 years. On the success of a bread campaign in Detroit this fall will depend many similar campaigns, and the "super-enrichment" of bread may become a selling phrase instead of one confused with calories.



F. W. Cooley, Jr.

On the impact they make with their consumers over the next decade will hinge the success or failure of hundreds of bakers for a generation.

Experts, asked to define this pattern, may attribute it to everything from inflation to the cold war, with taxes thrown in for good measure. They are unanimous, however, in forecasting future benefits for our nation through the power of the family unit. Here is where the baking industry can take hold. The family unit is baking's future market; if it is a good market it will be good for a generation, if it is a bad market it will get worse. On the promotional effort baking makes today rests its future, and its time for decision is measured in months and years rather than decades.

This emphasis on the family unit is recognized by a giant of the general magazine industry, McCall's—with its coined word "togetherness" describing the growing tendency of families to play together, with the home the focal point. Already those fostering changes in outdoor living, sports and music see the family spending its increasing leisure life together.

The food industries have an opportunity to capitalize on this "togetherness" too. Those adapting their products and merchandising methods to the new pattern of increasing leisure, higher incomes, and family life will benefit just as surely as the ineffective or reluctant industries will suffer.

On page 12, we chronicle the 40 years of service to The American Baker and the firm which publishes it by our executive editor, Carroll K. Michener. It is a long and distinguished history of devotion to the Staff of Life and to the publications serving baking and its allied industries.

When you see the phrase between each story in this publication, it is not only in tribute to the Staff of Life, but to the thousands of men like Mich, who have guided the growth of baking from a hand craft to a major industry, defending it at the same time from as roistering a bunch of cranks as any industry has had to combat.

Nothing aroused his ire more than slurs cast at bread; his name became a byword to crackpots and food faddists who circulated insidious propaganda about a food around which he has built his life. Their outpourings he could treat with humor; more often than not he dipped his pen in vitriol, though his scathing criticisms could never be called cruel. Yet they were penetrating and many a barb was shot home to silence an ignorant critic.

Thanks for reading. See you next month.

Frank Cooley

Editorials . . .

ON FIGHTING FOOD FADDISM

FROM New England's rock bound coast to San Francisco's golden gate, the seven field staff nutritionists of the American Institute of Baking are fighting food faddism. Since bread is one target of the faddists, field staff work with schools, with public health authorities, with medical, nursing, and other nutritionists is building a constantly increasing confidence in the baking industry's major product—enriched bread. Reports reaching the institute from those with whom the field staff works, and from the routine reports of the staff itself, give evidence of the effectiveness of this crusade.

In an eastern city, where an organized group of enthusiasts were attacking many of the country's good foods, including bread, AIB's nutritionist was able to review with the nutrition consultant of the state department of health the dangers of the printed and spoken words which the group was using in its attacks. The state health worker gave much information to AIB's representative to help her in her work of presenting nutritional facts. Faddist propaganda is being brought into focus before many leaders and groups as a result of this work.

In two areas of the South, where faddism was fast securing followers of an organized food cult, educators and public health people have given considerable help, recognition and information to the institute nutritionists. In California and other western states, where faddists have distributed, appalling amounts of misinformation, the institute's nutritionist has worked with schools, with health groups, and others concerned over the danger to public welfare in combating the propaganda.

There was an unhappy time in the history of food faddism when the breadstuffs industries took the crackpot onslaughts lying down. It was assumed, against probability and all experience, that bread's position was impregnable and that no defense was needed. The industry's leaders seemed to feel that it was undignified to meet the dangerous challenge, which they presumed would just go away if they paid no attention to it. Anti-bread propaganda did not go away, unfortunately, and it scored great gains before the industry buckled on its armor and unsheathed its sword.

—BREAD IS THE STAFF OF LIFE—

★ ★ ★ A NOTE ON DIVVYING UP—Eighty-five per cent of all U.S. income, in the 25 years ending with 1955, says the National Education Program, relying on U.S. Department of Commerce figures, went to 93% of our families. In other words, the great bulk of income goes to the majority of families, in the middle income range. "It is well," writes the Program's editor, "to examine more closely the upper income bracket. Seven per cent of the families in America receive incomes of \$10,000. And only 3% are in the \$15,000-and-above bracket. If all of the income in the \$15,000-and-above bracket, after taxes are paid, were divided evenly among the people of America, each would receive less than 50¢ a day from that source."

—BREAD IS THE STAFF OF LIFE—

BREAD IS THE STAFF OF LIFE—Who said it? Matthew Henry seems to have an answer in his commentary upon Psalm 104 of the Holy Bible: "Here is bread, which strengthens a man's heart, and therefore called the staff of life." Not the exact phrase, but one suggesting it, is in Isaiah, Chapter three, verse one: "For, behold, the Lord, the Lord of hosts, doth take away from Jerusalem the stay and the staff, the whole stay of bread." Similarly, in Leviticus, 26-26: "And when I have broken the staff of your bread." But Governor Winslow, the founder of Plymouth, in his "Good Newes from New England," refers to "corne" as "the staff of life." The contemporary meaning of the term "corne," however, was "wheat," or in a broad sense bread.

Trade Pulse

CHARLES H. DUTTON has been named general manager of the Holsum Bakeries, Inc., Staunton, Va. W. E. LUCAS has been named manager of the Virginia Holsum Bakeries, Inc., plant; and JAMES THOMPSON has been named manager of the Spalding Baking Co. plant.

ROBERT A. AULGER, general production manager for the Dandee Bread plants at Miami, Fla., has been named production manager for the same company at Fort Pierce, Fla.

Omar, Inc., has announced that HOWARD H. GASAWAY, formerly district manager in Columbus, Ohio, has been appointed as a vice president of the company. The announcement was made by WILLIAM J. COAD, JR., president. Mr. Gasaway will remain in Columbus and will be responsible for company operations throughout Ohio.

W. F. EDWARDS, former divisional sales manager for the Bowman Biscuit Co. in Denver, has been promoted to a position of general sales manager, according to an announcement by J. W. BOWMAN, president and general manager. J. CLINTON BOWMAN, JR., former branch superintendent, was appointed as division sales manager.

JOHN J. WORN has been named vice president of the Caruso Agency, advertising and marketing consultants. Formerly an account executive of the agency, he will continue in that capacity as well.

Two changes in management have been announced by Langendorf United Bakeries, Inc., at San Francisco. LAWRENCE S. PARSONS has been named executive vice president and LOUIS O. BANNARD has been appointed treasurer and controller.

The Davidson Baking Co. at Portland, Ore., has appointed CHARLES FLEMING to a position of sales manager. Mr. Fleming is from Atlanta, Ga., and succeeds MONTE LE FORS, who has joined the Quality Bakers of America Cooperative, Inc., at San Diego to do special supervisory sales work.

RALPH C. LACY has been named manager of the new Pollock Paper Corp. plant in San Jose, Cal., according to LESLIE L. JACOBS, executive vice president. Mr. Lacy has been with the firm's northern division in Columbus, Ohio, and prior to that was with Pollock in Dallas, Texas.

ERNEST C. VON PLESS, 62, has retired as plant manager of the General Baking Co. in Buffalo, completing a tenure of 41 years. He will be succeeded by WILLIAM A. ADAMSEN, formerly assistant to Mr. Von Pless for the past year. Mr. Adamsen is a graduate of the American Institute of Baking, Chicago, and the Babson Institute of Business, Boston.

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SBA Session To Highlight Problems

ATLANTA, GA.—E. L. Harding has announced the theme of the 7th annual Southern Bakers Assn. production conference, which will be devoted almost entirely to production problems. He urges the attendance of all bakery officials and production superintendents throughout the Southeast. The session will be streamlined again this year, with about 20 technical and two inspirational speakers, all of them well-known in their fields.

William P. McGough, chairman of the board of governors, has announced that there will be a meeting of the SBA board of governors in conjunction with the conference Monday evening, Sept. 16.

Sanford V. Epps, chairman of the board of trustees of the SBA University Fund, Inc., has called a meeting of the board of trustees, also to be held at the time of the production conference. The meeting is scheduled for Sunday evening, Sept. 15.

This year's conference will be held at the Atlanta Biltmore Hotel, Atlanta, Sept. 15, 16, and 17. Reservation blanks will be mailed soon, and all reservations for rooms should be made directly to the hotel.

Benson L. Skelton, president of SBA, has announced that the board of governors and board of trustees will be hosts at a dinner Sept. 16 to honor the speakers.

The following committees have been appointed by Mr. Harding:

Planning committee: Louis Miller, chairman; Glenn Hargrave, Clarence Funk, co-chairmen. States will be represented by: Alabama, Lewis Lee; Florida, Bert Fields; Georgia, George E. Rhodes, Jr.; Kentucky, Jim Livingston; Louisiana, Dick Satterthwaite; Mississippi, Louis Versen; North Carolina, Jeff Sapp; South Carolina, Joe Thombleson; Tennessee, Walter Hammontree; Virginia, Sam Saylor.

Retail committee: Robert Meek, chairman; C. E. Cole, Jr., Howard Sligh.

Food committee: James E. Russ, chairman; J. W. Graham, Gene Fox, Fred Rohlfing, Richard Cline.

Property committee: Willard A. Anderson, chairman; Fred C. Kramer, John F. Reeves, W. E. Lanham,



E. L. Harding

John D. Shoptaugh, Jr., William E. Anderson.

Registration committee: Hunter N. Jordan, chairman; Sam Noble, Frank M. Turbiville, Jr., Harry M. Murdaugh, George Lohstroh, R. H. Moore.

Hospitality committee: Atlanta Bakers Club; officers, Hugh B. McPhail, president; Gilbert A. Deason, vice president; Keith W. Thomas, secretary-treasurer.

The members of the Atlanta Bakers Club will wear large buttons saying, "Ask me, I know," in order to be of assistance to out-of-city and out-of-state guests.

—BREAD IS THE STAFF OF LIFE—

Chicago Courtesy Club Outing Attracts 110

CHICAGO — One of the largest crowds ever to attend the Bakers Courtesy Club annual golf outing turned out for the 27th meeting at the River Forest Country Club here Aug. 1. The dinner, which topped off a day of golf, horseshoes, cards, and other activity, was attended by 110 persons.

All Receive Prize

A total of 51 golfers reported for a round, and all of them received a prize. Most of the 10 horseshoe players also received awards, and several non-participants took home some prizes. The top golfer of the day was Lew Waldron, Columbia Chemical Co. Inc., who shot a 74 for low gross. The low net was taken by C. D. Sanderson, Pillsbury Mills, Inc. Champion horseshoe thrower was P. E. Minton, American Molasses Co.

A. M. Bornhofen, Anetsberger Bros., Inc., Northbrook, Ill., president of the Courtesy Club, presided at the post-dinner ceremonies. Credit was given the three members of the entertainment committee who helped make the outing a success: John Marshall, Chicago Baker's Cooperative Assn., chairman; Hunter Brown, Caravan Products Co.; and Leonard M. Franzen, Standard Brands, Inc. John A. Klutsch, Chapman & Smith Co., Inc., Melrose Park, Ill., was in charge of making the awards to the several winners.

Other Winners Named

Other award winners included: Mr. Franzen, second low net; Mr. Brown, second low gross; and these were followed by Mr. Marshall; Don M. Kelly, Rodney Milling Co. H. W. Gillespie, National Glaco Chemical Corp.; George Cadotte, Central Waxed Paper Co.; Jones E. Mapes, National Glaco Chemical Co.; Mr. Klutsch and Mr. Kelly shared in the blind bogey.

The next meeting of the club will be Sept. 12 at Henric's Restaurant, Chicago.

—BREAD IS THE STAFF OF LIFE—

Ray Wuollet Is New Head of Minnesota Bakers

MINNEAPOLIS — The Minnesota Bakers Assn. has elected Ray Wuollet, Wuollet Bakery, Minneapolis, president of the association to succeed Tom Van Meter, Park Region Bakery, Fergus Falls, Minn.

Other officers are Fred Carlson, Paramount Baking Co., St. Paul, vice president; George Abel, F. W. Ramaley & Co., St. Paul, treasurer, and Clifford Myhr, Myhr Bakery, Minneapolis, financial secretary.

J. M. Long continues as executive secretary of the association.



BUS SPECTACULAR—The newest development in Emrich Baking Co.'s year around advertising and promotional campaign, "It's Fun to Eat Out," is this bus spectacular type of advertising. The campaign to develop the habit of eating away from home was originated by Emrich five years ago and is unique in the wholesale baking industry. Headquartered in Minneapolis, Emrich Baking is the largest exclusive bakery supplier of restaurants, hotels and drive-ins in the Northwest.

Montana Flour Mills Promotes J. C. Berky

GREAT FALLS, MONT.—At the Aug. 3 meeting of the board of directors of the Montana Flour Mills Co., J. C. Berky was elected first vice president and assistant general manager to fill those offices made vacant July 1, 1957 by the retirement of Rodney J. Anderson. Mr. Berky is a director of the company, as is Mr. Anderson.

With the Montana Flour Mills Co. since July, 1920, Mr. Berky was formerly vice president in charge of the accounting division, and treasurer of the company.

At the same meeting Clarence H. Wright was elected secretary, filling another vacancy created by Mr. Anderson's retirement. Harry Wallace, formerly assistant secretary, was elected treasurer; E. M. Murphy, in addition to his office of vice president for flour sales, was made assistant secretary. H. C. Johnson, in addition to his office of vice president of the formula feed division, was made assistant treasurer.

Other officers whose status remains unchanged are C. G. McClave, president and general manager and Wm. V. Gannon, vice president in charge of production.

—BREAD IS THE STAFF OF LIFE—

St. Louis Workers Approve Contracts

ST. LOUIS, MO.—Members of Bakers Local No. 4 in St. Louis, Mo., and its auxiliary, have approved new contracts with wholesale and chain store bakeries providing for 20¢ an hour more pay over a 2-year period, plus a 10¢ an hour contribution to the Bakers National Pension Fund.

The contract is retroactive to May 1, and will be in effect until April 30, 1959. It provides for 10¢ an hour more the first year and 10¢ additional the second year. Effective Oct. 1, the bakeries will contribute 5½¢ an hour for each employee to the union and its pension fund, with an additional 5½¢ an hour to that fund as of April 1, 1959.

Rap-In-Wax Co. Realigns Its Sales Divisions

MINNEAPOLIS—The Rap-In-Wax Paper Co., manufacturer of flexible packaging materials, has just realigned its sales department, according to P. M. Grieve, vice president and general manager.

Effective July 1, H. D. Whitney, vice president, will become director of bakery and food sales. W. A. Anderson will become manager of bakery sales; with W. R. Freeman heading sales to dairy, margarine, frozen pies, ice cream, cereal and potato chip industries.

A. E. Sloan now becomes director of industrial and commercial products division with A. H. Loux as assistant manager. Consumer division sales of Rap-In-Wax wax paper and Rap 'n Freeze freezer paper will continue under the direction of E. R. Pillifant.

"Our customer services have been streamlined too," said Mr. Grieve. "D. E. Armstrong becomes director of sales services. In this role he will supervise and coordinate customer service, art, and market research."

"We feel these changes will provide greater service to our expanding number of customers," explained Mr. Grieve, "we think it is in line with changing marketing factors and will help increase our sales effectiveness nationally."

BAKERY SALES INCREASE

WASHINGTON—On a percentage basis, the dollar volume sales in bakery product stores in the U.S. during the first five months of 1957 increased 5% over the comparable months of 1956. Figures are from a monthly retail trade report of the U.S. Department of Commerce. Dollar volume sales for May of 1957 remained unchanged from April of 1957, but increased 8% over May of 1956.

General and Branch Session Plans Take Shape as ABA Prepares for October Convention

CHICAGO—Allan Shivers, former governor of Texas, will be a featured speaker at the general session of the American Bakers Assn.'s annual convention Monday morning, Oct. 21, it was announced by Roy Nafziger, Interstate Bakeries Corp., Kansas City, Mo., ABA chairman. The convention will be held at the Hotel Sherman, Chicago, Oct. 19-23.

"A personal appeal from Jake Gorman, our vice president and chairman of the 1957 convention committee, resulted in Mr. Shivers accepting the invitation to be a convention speaker," Mr. Nafziger said.

Mr. Shivers is a graduate of the University of Texas and holds honorary degrees of Doctors of Laws from Baylor University, East Texas Baptist College, St. Edward's University and the University of Southern California. He has held public office for many years in Texas having served in the state senate from 1935-46, as lieutenant governor 1947-49 and governor from 1949 to January of this year. He also served in the U.S. Army in the European Theater during World War II.

Mr. Shivers is chairman of the Board of Western Pipe Line, Inc. and a director of the National Bank of Commerce, Houston, and the Capital National Bank in Austin. He is a member of the Texas State Bar Assn., American Bar Assn., American Legion, Veterans of Foreign Wars and Sigma Delta Chi, professional journalism fraternity.

Cake Branch Session

Problems of leadership and training will be studied—and answered—by bakers attending the Wholesale Cake Branch session on Oct. 19. A cake exhibit, including a complete line of cakes, sweet rolls, donuts, and display equipment gathered from bakeries in all sections of the U.S., will open at 1 p.m. on the mezzanine floor.

Roland F. Wells, general sales manager for the cake division of Interstate Bakeries Corp., Kansas City, and chairman of the Wholesale Cake Branch, will preside at the session. The meeting will be called to order at 2 p.m.

"Sixty Years of Progress" will be

reviewed by Ellis C. Baum, vice president, Continental Baking Co., Rye, N.Y.

James R. Phelan, managing editor, Bakers Weekly, New York, will serve as quizmaster in a "secret" panel which will discuss training and leadership. The three members of the panel will be masked. One member a cake plant manager, will discuss leadership from a plant manager's viewpoint; another, a cake sales manager, will explain the training of the trainers, and the third, a cake supervisor, will talk about trainers in action.

A question and answer period will follow the discussions. All bakers and allied tradesmen are invited to attend the full afternoon session.

Following the question and answer session, the nominating committee will make its report and the branch chairman for 1958 will be elected.

Charles R. Loyd of Southern Bakeries Co., Atlanta, Ga., will make the closing remarks. At 4 p.m., coffee will be served and the cake display will be sampled. The meeting will adjourn at 5 p.m.

The past, present and future of the retail baking industry will be analyzed Sunday, Oct. 20, during the Retail Branch session sponsored by the Associated Retail Bakers of America in cooperation with the Associated Retail Bakers of Greater Chicago. John H. Bolchert of Bolchert's Bakery, Chicago, president of the ARBGC, will open the session at 2 p.m. Mr. Bolchert is chairman of the Retail Branch meeting.

Welcoming remarks will be made by Charles J. Schupp of Schupp's Bakery, Washington, D.C., president of ARBA. The baker's role in civic affairs will be discussed by Erich Weber, Weber's Bakery, Chicago, ARBGC director.

Other speakers and their subjects include: Mrs. B. Dorothy Schmitt, Schmitt's Bake Shoppe, Chicago, "Behind the Showcase"; Tom Scheuermann, Chicago, ARBA field man, "Proven Profitable Products"; Eugene Kleczewski, Kleczewski's Bakery, Chicago, and ARBA treasurer, "Customer Education."

Gordon Nash of Priscilla Bakery, St. Bernard, Ohio, ARBA director, will discuss "National Retail Bakers

Week"; John Guthrie, Guthrie Bakeries, Chicago, "The Happy Side of Taxes," and Mr. Schupp, "The Retail Baker and the Next Sixty Months."

The session will end with a question and answer period.

In addition, products, promotions and publicity will be three of the subjects discussed Oct. 22 by bakers attending the Multiple-Unit-Retail Branch session of the American Bakers Assn.'s annual convention, Oct. 19-23, at the Hotel Sherman, Chicago.

Walter Jacobi, vice president, Ebinger Baking Co., Brooklyn, and Thomas H. Flood of Burny Bros., Inc., Chicago, co-chairmen of the session, will preside at the all day session, to be held in the hotel's Old Chicago room.

Four speakers, in addition to Mr. Jacobi and Mr. Flood, will discuss matters of immediate concern to multiple unit retail bakers. Case histories of successful promotions will be outlined by R. M. Dillon, Vanderpool's Bakeries, Inc., El Paso, Texas. James Hall of Egekivist Bakeries,

Inc., Minneapolis, will discuss the marketing of quality products, and John C. MacAlpine, Jr., J. C. MacAlpine & Son, Philadelphia, will explain comparative cost analysis.

The fourth talk—mysteriously entitled "PT + PC = PR Squared," will be made by Edward T. Gilchrist of Hough Bakeries, Inc., Cleveland. Mr. Gilchrist refuses to divulge whether the formula is for a new type of sweet roll, for a cost accounting system, or an advertising program.

Following the talks, an industry panel will be held with Mr. Flood as moderator. Panel members will be Messrs. Dillon, Gilchrist, Hall, MacAlpine, Sam L. Silber, Silber's Bakery, Inc., Baltimore, and Robert Stark, Barbara's Bake Shoppe, Des Moines.

A committee will be appointed at the opening of the session to nominate candidates for the 1958 chairman, with the election to be conducted immediately before the close of the session.

Howard O. Hunter Speaks:

AIB President Addresses House Committee on Food Additives

CHICAGO — Howard O. Hunter, president, American Institute of Baking, addressed the subcommittee on science and health of the House of Representatives in Washington recently in support of amending the Food, Drug & Cosmetic Act to provide additional safeguards to the use of new food additives.

Mr. Hunter opened his address by explaining his position as the informal chairman for over five years of a group representing major food industry associations interested in studying the subject of the safety of new additives proposed for use in food. He informed the subcommittee that the group of which he is chairman has held more than 40 meetings since 1952 on the subject.

"The food processing industries have been greatly concerned over the question of public safety involved in adding new materials to our products. We have felt that the present Food, Drug & Cosmetic Act does not provide for the insurance of such safety," said Mr. Hunter.

"We decided to develop a statement of basic principles which could be agreed upon and which could then

be translated into an adequate amendment to the act.

"In 1952 the American Institute of Baking and the American Bakers Assn. unanimously adopted the following statement of principles:

"1—We believe it is the responsibility of the food industries to exert every effort toward the production and distribution of foods which are wholesome and nutritious and to assure adequate safeguards against contamination or adulteration which would render human food unwholesome.

"2—We believe the food industries should continue to improve their products from the standpoint of nutritive value, wholesomeness, palatability and convenience; but in so doing public health and welfare should continue to be the first consideration.

"3—We believe every substance not represented by long usage in the human diet should be subject to question as an ingredient in food, and that this question should be resolved by adequate animal experimentation to prove that its use in food does not present a hazard to public health.

(Continued on page 50)



Roland F. Wells



John H. Bolchert



Walter Jacobi



Thomas H. Flood

Carroll K. Michener Retires After 40 Years With Miller Publishing Co.

MINNEAPOLIS—Carroll K. Michener, for many years executive editor of The American Baker, chairman of the board of The Miller Publishing Co., and editor of The Northwestern Miller, has retired from his editorial and management positions after 40 years of service.

The election of new officers of The Miller Publishing Co., publisher of The American Baker was announced during the company's annual meeting in Minneapolis July 24-26.

Martin E. Newell, associate editor of The Northwestern Miller, was elected chairman of the board of directors, succeeding Mr. Michener. Mr. Newell had been vice president and will continue in charge of the Kansas City branch office.

Succeeding the late Harvey E. Yantis as president of the company is Milton B. Kihlstrum, Minneapolis, who had been executive vice president. He was also reelected treasurer.

Wilfred E. Lingren, advertising director of the company, was promoted from secretary to executive vice president. He is located at the home office in Minneapolis. Paul L. Dittmore, head of the New



Wilfred E. Lingren

York office, was elected vice president, and Don E. Rogers, who is in charge of the Chicago branch, was reelected vice president. George L. Gates and Donald G. Neth of the Minneapolis office were elected to the board of directors and Mr. Neth was named secretary.

Mr. Newell has been on the staff of The Miller Publishing Co. since 1928 following his graduation from the University of Minnesota. He has served in editorial and advertising positions with the company in Minneapolis and Chicago.

Also University of Minnesota graduates are Mr. Kihlstrum and Mr. Lingren. Mr. Kihlstrum joined the company in 1936 and later became managing editor of the company's five publications which, in addition to The Northwestern Miller, include Feedstuffs, The American Baker, Milling Production and CropLife. Mr. Lingren joined the firm in 1941 and was formerly editor of The American Baker. He continues as director of advertising.

George E. Swarbreck has been named editor of the The Northwestern Miller to succeed Mr. Michener in that post.

Joined in 1917

Mr. Michener joined the company in 1917 as associate editor of The Bellman, a literary weekly established by the publisher of The Northwestern Miller in 1906. When that paper was discontinued in 1919, he remained with the company as assistant managing editor of The Northwestern Miller. From 1924 to 1949 he was managing editor, following which time he was editor.

During Mr. Michener's record of service with The Miller Publishing Co. he played an important part in expanding and developing the interests of the organization. That development included the addition of



Carroll K. Michener

four more business publications to the original publication, The Northwestern Miller, founded in 1873. Both in his capacity as a member of the board of directors for 22 years and as an experienced newspaper man, he has done much to guide the work of the company. Essentially a craftsman in the field of writing, he has the gift of imparting his own enthusiasm for words and their correct usage to all those who have worked for him and with him.

Mr. Swarbreck began his association with the journalistic side of the grain and flour business when he joined the staff of a group of British trade associations in 1937, working on two of the group's business papers. On the outbreak of the European war in 1939, he was assigned to the trade staff of the Ministry of Food, then in the process of organizing the supply and distribution of cereals and feedstuffs under war conditions. Appointed as personal assistant to Col. A. O. Needham, C.B.E., M.C., director of distribution, and later as head of one of the ministry's branches, he assisted with the consolidation of the machinery of control.

In 1941, Mr. Swarbreck joined the British army and after two years' home service, was posted to the Far East for four years. He terminated his service career in 1947 with the rank of major.

Mr. Swarbreck joined The Miller Publishing Co. as manager of the European branch office in London in 1948 and on behalf of the company visited the main European grain and flour markets. At the end of 1950 he was transferred to Toronto as manager of the Canadian office. In 1955, he moved to Minneapolis as associate editor of The Northwestern Miller, becoming managing editor in February, 1956.

MRS. COOPER DEAD

LOS ANGELES—Funeral services were conducted July 23 for Mrs. Helen Cooper Gower, 53, who at one time was advertising manager of Van de Kamp Bakeries. Survivors include a son, Kenneth C. Van de Kamp, Central Point, Ore., her father, Charles A. McDonald, Los Angeles; a sister, a brother, and two grandsons.

Omar Names Four Vice Presidents

OMAHA—W. J. Coad, Jr., president of Omar, Inc., has announced several executive changes in the firm. The following were elected vice presidents:

A. B. Corn, the company's chief engineer; J. B. Fagot, in charge of personnel and industrial relations; H. H. Gasaway, who is serving as district manager of the Columbus, Ohio, district, and C. H. Littman, who has been placed in charge of route sales for distribution points located in Indiana, Wisconsin, Illinois, Iowa and Nebraska.

Ross C. Davis, formerly a vice president, was appointed assistant to the president.

—BREAD IS THE STAFF OF LIFE—

Crissey Co. Forms Subsidiary Firm

KANSAS CITY, KANSAS—The Bakers Engineering & Equipment Co. is now operating solely as a manufacturing subsidiary of the Crissey Co. of Kansas City, Kansas, according to an announcement by Benjamin D. Crissey, president, Crissey Co.

It has been requested that all future correspondence, orders, parts orders and shipping information regarding Bakers Engineering products be handled through that firm's regular authorized jobbers, or by the parent company. Communications about Kay Cee ovens should be directed to the Crissey Co., 3940 S. Ferree St., Kansas City 3, Kansas.

At the same time, Mr. Crissey announced that C. J. Livingston has been appointed controller for Crissey Co.

—BREAD IS THE STAFF OF LIFE—

Missouri Bakers Schedule Outing

KANSAS CITY—The annual fall outing of the Missouri Bakers Assn. will be held Sept. 16-18 at Hotel Taneycomo, Rockaway Beach, Mo., in the Shepherd of the Hills country. Reservations should be made early with George H. Buford, secretary, in care of Flour Mills of America, Kansas City, Mo., with checks payable to Hotel Taneycomo.

The opening day, Sept. 16, will be principally for rest, recreation and relaxation.

Sept. 17, following lunch, there will be a talk titled "Are You a Salesman or a Huckster?" by Samuel B. Schneider.

Sessions Sept. 18 will include a business meeting with David R. Newsum, Hammon Baking Co., Jefferson City, president, presiding. The business session will be followed by a luncheon and closing of the outing.

—BREAD IS THE STAFF OF LIFE—

Mrs. Gardner to Fill Term of Husband

MADISON, WIS.—Mrs. Louis L. Gardner has been elected a director of the Gardner Baking Co., Madison, to fill the unexpired term of her husband who was killed in a plane crash near Baraboo, Wis., June 24. His father, Louis Gartner, was elected chairman of the board and Bernard C. Reese was named president and general manager. Mrs. Gartner was also killed in the crash which occurred while she and her son were on a flight to Redwood Falls, Minn.



George F. O'Connell

George O'Connell Given Promotion By Quality Bakers

NEW YORK—Quality Bakers of America Cooperative, Inc., representing the producers of "Sunbeam Bread," has announced the recent promotion of George F. O'Connell to director of purchases for its 118 member bakeries.

Prior to joining QBA's staff 10 years ago, Mr. O'Connell was associated with the purchasing department of the Hanscom division of the Gottfried Baking Co. in New York. During World War II he served with the Eighth Air Force in England. Mr. O'Connell assumed his new post on the retirement of QBA's former purchasing chief, Leo Ismert. Mr. Ismert remains with the department through 1957 as "advisory counsel."

As purchasing director, Mr. O'Connell supervises the buying of bakery ingredients, packaging materials and production equipment for member bakeries, located in 39 states, Canada, Hawaii and Bermuda. He will personally negotiate QBA's bulk flour purchases.

A graduate of Fordham University's school of business in 1936, member of the New York Purchasing Agents' Assn., National Purchasing Agents' Assn., and American Society of Bakery Engineers, Mr. O'Connell will continue to operate from QBA's headquarters at 120 West 42nd St., New York.

—BREAD IS THE STAFF OF LIFE—

Carnation Names Two Brokers

LOS ANGELES—The Callerman Co., 400 N. Michigan, Chicago, has been appointed broker for Carnation Co.'s bulk products for the baking trades, it has been announced by John T. Cunningham, manager of Carnation's industrial sales department.

The territory serviced by Callerman for Carnation will cover an approximate radius of 75 miles out of Chicago, beginning at the Wisconsin line and including five northwestern counties of Indiana.

Mr. Cunningham also announced the appointment of the Leland-Taylor Sales Co., 140 S. Beverly Drive.

The territory to be served by Leland-Taylor will be northern and southern California, western Nevada and all of Arizona.

Members of 1961 Baking Exposition Committee Named

CHICAGO—The 1961 baking industry exposition committee has been appointed by the two associations sponsoring the event. Roy Nafziger, Interstate Bakeries Corp., Kansas City, chairman of the American Bakers Assn., and T. F. Freed, Read Standard Division of Capitol Products Corp., York, Pa., president of the Bakery Equipment Manufacturers Assn., cooperated in setting up the committee.

Members representing ABA are: Karl E. Baur, Liberty Baking Co., Pittsburgh, Pa.; Jodean P. Cash, Fuchs Baking Co., South Miami, Fla.; Morris Cohen, Interstate Bakeries Corp., Kansas City, Mo.; E. E. Kelley, Jr. (ex officio), president, American Bakers Assn., Chicago, Ill.; Herman J. Richter, Jr., Richter's Bakery, San Antonio, Texas; Hollice H. Sims, Continental Baking Co., Rye, N.Y.; J. Roy Smith, Smith's Bakery, Mobile, Ala.; and Harold Fiedler, secretary, American Bakers Assn., Chicago, Ill.

Members representing BEMA are: James R. Fay, Champion Machinery Co., Joliet, Ill.; A. J. Fava, American Machine & Foundry Co., New York, N.Y.; T. F. Freed (ex officio); J. U. Lemmon, Jr., D.C.A. Food Industries, Inc., New York, N.Y.; Keith H. Redner, Battle Creek Packaging Machines, Inc., Battle Creek, Mich.; T. F. Ronson (alternate), the Fred D. Penning Co., Columbus, Ohio; E. Archer Turner, Baker Perkins Co., Saginaw, Mich.; and Raymond J. Walter, executive secretary, Bakery Equipment Manufacturers Assn., New York.

The first meeting of the 1961 baking industry exposition committee will be held in October, during the period of the 1957 ABA convention, at the Sherman Hotel, Chicago, Ill. The purpose of this meeting will be to make preliminary plans and to establish basic policies in connection with the 1961 Baking Industry Exposition, which will be co-sponsored by ABA and BEMA.

Two Buffalo Bakeries Increase Prices

BUFFALO—Two large Buffalo bakeries have increased bread prices to the retailer by 1¢ a loaf.

Spokesmen for National Biscuit and Interstate Bakeries said they had boosted the wholesale price a penny a loaf. Spokesmen for General, Hall's and Continental Bakeries said their bread prices have not changed.

The price increase came five days after the five bakeries and Local 429, Bakery & Confectionery Workers, reached a new one-year wage agreement covering 600 employees.

PER CAPITA FLOUR CONSUMPTION ESTIMATE FOR 1957 REMAINS AT 119 LB.

WASHINGTON—The preliminary estimate of the per capita consumption of flour, including white, whole wheat and semolina flour, in the U.S. for 1957 remains at 119 lb. according to the July 29 issue of the National Food Situation, publication of the Agricultural Marketing Service of the U.S. Department of Agriculture. This represents a decline of 2 lb. from the 1956 preliminary figure and a drop of 41 lb. from the 1935-39 average. The estimated per capita consumption of cornmeal is 8.5 lb., a drop of .1 lb. from the 1956 estimate. Breakfast cereals made from corn at 2.2 lb., and those made from wheat at 2.8 lb., show no change in 1957 from the 1956 estimate of per capita consumption. Also unchanged are oat food products at 1.1 lb. and rye flour at 1.3 lb.

James R. Mulroy Named Head of FMA

KANSAS CITY—James R. Mulroy was elected president and chief executive officer of Flour Mills of America, Inc., by the board of directors of the company July 27. He has been executive vice president of the company and as president succeeds his father, Michael F. Mulroy, whose resignation was announced recently.

The position of chairman of the board of FMA was left vacant with the resignation of Henry H. Cate. Mr. Cate will continue as a member of the board. The office was created in 1955 and there is no present plan to make an appointment to that post, Mr. Mulroy said.

Phillip Norris, Ft. Worth, general manager of the Kimbell-Norris Cottonseed Oil Mills, has resigned as a director of the company and his place on the board was filled by the election of Mr. Mulroy.

No other changes were made in the board of directors. J. W. Diamond, assistant treasurer, was named comptroller of the company.

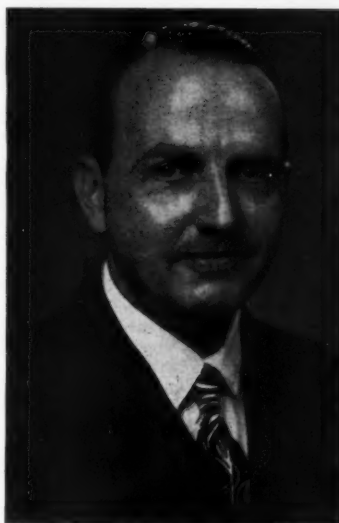
Mr. Mulroy is 40 years old. A graduate of Georgetown University in 1937, he began his milling activities as a clerk in the Buffalo office of Russell-Miller Milling Co. He went to the Minneapolis office of the company in 1939 and in 1941 was made manager of the company's Alton, Ill., plant, where he remained until joining FMA in June, 1954.

Kansas Wheat Crop Below Average in Protein Content

KANSAS CITY—Tests of 3,516 carlot shipments arriving at terminal markets from 71 counties through July 18 show the 1957 Kansas wheat crop is below average in protein content and test weight, according to the U.S. Agricultural Marketing Service, the Kansas State Board of Agriculture and the Kansas and Missouri grain inspection departments.

The new crop Kansas wheat tested thus far averages 12% protein. This compares with the 1948-1956 average of 12.6% and the record high 14.1% protein content of the 1956 crop. Protein content in the western two-thirds of the state ranges well below average while shipments from the eastern third of the state show above average protein.

The state average test weight of 57.5 lb. bu. compares with an average of 61.2 lb. for the 1956 crop and the 1948-1956 average of 59.4 lb. bu. Above average test weight wheat has been received from northern and southwestern counties. Elsewhere in the state test weight of the new crop has been below average with the lowest test weight wheat coming from the southeastern district.



A. F. Borer



Francis E. Scrivner

Pillsbury Announces Two Appointments

MINNEAPOLIS—Pillsbury Mills, Inc., has announced two appointments in its bakery products division.

A. F. Borer has been appointed associate technical director for bakery mixes. He will also continue the direction of the Springfield, Ill., bakery mix formulation laboratories.

A graduate of St. John's University and the American Institute of Baking, Mr. Borer joined Pillsbury as a technical salesman in 1936, subsequently was appointed director of the company's bakery mix laboratories in Springfield. In his new position, he will spend considerable time in the field rendering special bakery mix sales assistance to the division's sales force, the announcement said.

Mr. Borer is a member of the American Association of Cereal Chemists and the American Society of Bakery Engineers.

Francis E. Scrivner has been ap-

pointed southern distribution manager with headquarters at Memphis.

Mr. Scrivner joined Pillsbury in 1946 in the accounting department. He was named credit and office manager for the company's Jacksonville, Fla., branch in 1952, and was promoted to administrative assistant to the bakery division vice president in 1953. A native of St. Paul, he attended St. Thomas College and the St. Paul Academy of Accountancy.

Mr. Scrivner will supervise distribution of bakery products in the area served by the company's new southern distribution center at Memphis.

Fatty Acid Oxidation Research Explained

MINNEAPOLIS—Scientists working at the General Mills, Inc., research laboratories recently reported to the annual meeting of the American Association of Cereal Chemists in San Francisco of new findings that may be of considerable importance to the breadmaking process.

The findings were reported upon by Dr. Donald E. Smith and Dr. John S. Andrews of General Mills, and Dr. J. P. Van Buren, who was with General Mills at the time the findings were made. Dr. Smith gave the report on the work. He explained that flour doughs utilize a considerable amount of oxygen during mixing, and that this oxygen is taken up by unsaturated fatty acids such as linoleic acid, contained in the flour.

"It has now been found," Dr. Smith said, "that among several effects of oxidation of these fatty acids by oxygen, one is that a considerable change can result in the mixing properties of flour doughs in the presence of reducing agents; oxidized fatty acids tend to counteract the effect of reducing agents upon doughs. With removal of fatty acids from some doughs, there is less loss in dough strength as mixing time is increased. The presence of oxidized fatty acids in doughs appears to contribute to breakdown in dough structure during mixing. A third effect is that oxidation of fatty acids during dough mixing is also involved in the oxidation of sulphydryl compounds in the flour.

"These effects are all interrelated and of probable importance, but the exact practical significance of the findings to the breadmaking process will require further experimentation," concluded Dr. Smith.

Ward Baking Charged With Discrimination

NEW YORK—The Ward Baking Co. has been charged by the Federal Trade Commission with discriminating among its customers in granting promotional allowances.

The commission's complaint charges that during the last two years Ward paid some retailers in the New Haven, Conn., and Philadelphia, Pa., trading areas allowances for newspaper and handbill advertising, posters, signs, displays, and the like, while the majority of competing customers in these areas received no such aid from Ward.

The complaint alleges the company bases its allowances (5% of wholesale price) on purchases over \$50 a week, "which results in proportionally unequal and arbitrary terms."

The law, Sec. 2(d) of the Robinson-Patman amendment to the Clayton Act, requires that if promotional allowances are given, they be made available to all competing customers on proportionally equal terms, the complaint states.

The company is granted 30 days in which to file answer to the complaint. A hearing is scheduled Sept. 30 in New York City before an FTC hearing examiner.

Flour Market

Heavy Flour Buying Breaks Prolonged Period of Quiet

By K. W. WAKERSHAUSER
The American Baker Editorial Staff

July was a turbulent month for the flour markets, made more complex by several weeks delay in the marketing of the Southwest wheat crop and uncertainty about the baking quality of the new hard winter flour. Bakers found it difficult to accept the prospect of higher flour prices from the same viewpoint as the mills. The mills, on the other hand, found themselves faced with a smaller crop, higher costs and the possibility of wheat with less baking quality than last year. As a result, they were hesitant to commit themselves on prices or to press for bookings. As a result, bakers struggled along with low supplies of old crop flour, buying only for a week or two at a time, hoping for the picture to clear.

Soft wheat flour was the exception. With an announcement July 8 of a 20¢ advance in prices, some of the heaviest soft wheat buying in years broke out in an effort to get in under the lower price. Surprisingly, the buying was extensive, particularly in cake, pie, and pastry flours, in spite of prices averaging 25¢ above a year ago. Some purchases were sufficient to last from six months to a year.

By July 10 the markets had settled back into the former pattern of watching and waiting for a crystallization of quality and prices.

The dam broke, so to speak, over the weekend of July 26-28 when one Southwest mill revised its ideas of prices downward sufficiently to encourage buying. On July 31 other mills met bakers' ideas of prices, and within 24 hours the buying tempo swelled to a crest which resulted in bookings in excess of 15 million cwt. of hard winter flour. Within approximately another 48 hours the activity had spread to the spring wheat mills area, where the new crop was just beginning to arrive, and buying was again heavy. By the end of the first week of August most large buyers had extended their holdings as much as 5 months, and the market was settling down to a position of stability which it probably will maintain for a considerable time.

Crop Quality Below 1956

It is generally agreed at this point that the 1957 crop of hard winter wheat is below that of last year in test weight and protein content, although it should be kept in mind that 1956 was an exceptionally good year for both factors. The new crop wheat, taking Kansas as an example, has been tested at an average of 12.0% protein, compared with 14.1% last year—which was a record high figure—and with 12.6% for the 1948-56 average. Again, the protein content varies with the area. Protein content in the western two-thirds of Kansas is well below average, but wheat from the eastern third of the state has been testing above average in protein. Test weights have been showing similar variations.

Laboratory reports on late-matur-

ing Kansas wheats show a wide range of farinograph mixing peaks, from 3 to 11 min. at the extremes, with not much Kansas wheat exceeding 6 min. Tolerances also vary greatly, but generally are relatively good. Loaf volume is commensurate with the protein content, and is down from last year, which again, it should be remembered, was exceptionally high. Since records were started in 1948 only two wheat crops, 1951 and 1952, have had lower protein content than tests indicate for the 1957 crop. Generally speaking, baking technologists expect new crop bakery flours to have a lower protein, a shorter mixing requirement, less absorption and less yeast food requirement than last year.

The wide variation in protein content characterizes Nebraska wheat, as well. Averages are from 10.9% up to 13%. Farinograph peaks show a wide range, from 3 min. to 15 min., with an average peak time of around 6 min. on western samples.

Steady Wheat Prices Seen

There are several significant factors which would indicate that wheat and flour prices will remain steady during August. Despite the fact that the peak movement of the Southwest crop to market has passed, wheat futures have displayed fairly good strength. Reports indicate that bids for wheat at country points in the hard winter wheat states the past few weeks have equaled or exceeded the effective net loan rate, again indicating the strength of prices.

Total Production Declines

Total U.S. wheat production, as of early July was forecast at 940 million bushels, 6% less than the 1956 crop, and 17% below the 1946-55 average, another factor conducive to steady prices. Although the outlook for wheat exports in 1957-58 is uncertain, ex-

ports for the year just ended reached an all-time record of nearly 535 million bushels, another bullish price factor. Added to this is the fact that a continuation of large movements of wheat into the government loan program could give strength to the wheat market and upward pressure to prices in the coming months.

Carryover Down From 1956

Exactly what impact carryover wheat stocks will have on prices in the next few months is uncertain, although efforts currently being made to curb excesses of past years may contribute to the general bullishness of reduced acreage. Record exports in 1956-57 may have the same effect. Wheat stocks stored in all positions early in July amounted to 905 million bushels, or 128 million bushels less than a year ago, and the smallest carryover since 1953. Despite this reduction, stocks still remain the fourth largest on record. This factor, coupled with the prospect of a good outturn of wheat in Europe—and the possibility of this having an effect on U.S. exports—carries some price bearishness.

Spring Wheat Outlook

The production of spring wheat during July was revised downward somewhat to a figure of 225 million bushels, accounting in some measure for steadily advancing futures prices up through the first week in August. As July ended, there were reports of severe damage to the crop in parts of North Dakota from extremely high temperatures and drought. Adverse weather forced wheat to maturity early in many places. Early arrivals of wheat, however, were said to be good, with heads well developed despite early maturity. The total effect on wheat and flour prices will not be known until the major portion of the crop comes to market later this month. A crop of 40 million bushels is indicated, compared with 39.6 million bushels last year and the long-range average of 30 million bushels.

Summary of Flour Quotations

August 3 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Minneapolis	Kansas City	St. Louis	Buffalo
Spring top patent	5.95@6.50	6.11@6.62	6.00@6.50	6.00@6.50	7.01@7.25
Spring high gluten	5.81@6.00	5.76@6.27	5.60@6.10	5.60@6.10	6.66@6.90
Spring short	5.85@6.40	5.66@6.17	5.50@6.00	5.50@6.00	6.56@6.80
Spring standard	5.85@6.40	5.66@6.17	5.50@6.00	5.50@6.00	6.56@6.80
Spring straight	5.55@5.95	5.10@5.39	5.00@5.50	5.00@5.50	5.97@6.24
Spring first clear	5.81@6.00	5.76@6.27	5.60@6.10	5.60@6.10	6.66@6.90
Hard winter short	5.55@5.95	5.10@5.39	5.00@5.50	5.00@5.50	5.97@6.24
Hard winter standard	5.55@5.95	5.10@5.39	5.00@5.50	5.00@5.50	5.97@6.24
Hard winter first clear	5.55@5.95	5.10@5.39	5.00@5.50	5.00@5.50	5.97@6.24
Soft winter short patent	6.10@6.61	6.26@6.77	6.10@6.61	6.10@6.61	7.14@7.38
Soft winter standard	6.10@6.61	6.26@6.77	6.10@6.61	6.10@6.61	7.14@7.38
Soft winter straight	6.10@6.61	6.26@6.77	6.10@6.61	6.10@6.61	7.14@7.38
Soft winter first clear	6.10@6.61	6.26@6.77	6.10@6.61	6.10@6.61	7.14@7.38
Rye flour, white	5.22@5.24	4.95@4.96	4.95@4.96	4.95@4.96	5.75@5.99
Rye flour, dark	4.47@4.51	4.20@4.21	4.20@4.21	4.20@4.21	5.55@5.59
	New York	Philadelphia	Boston	Pittsburgh	*New Or.
Spring high gluten	6.96@7.06	6.95@7.05	6.94@7.04	6.27@6.53	6.50@6.70
Spring standard	6.86@6.96	6.85@6.95	6.84@6.94	6.27@6.53	6.30@6.50
Spring first clear	6.00@6.35	6.75@6.85	6.27@6.47	6.35@6.55	5.80@6.10
Hard winter short	4.45@4.55	4.40@4.50	4.44@4.54	4.27@4.53	5.95@6.10
Hard winter standard	4.25@4.35	4.20@4.30	4.24@4.34	4.12@4.38	5.80@5.95
Hard winter first clear	4.25@4.35	4.20@4.30	4.24@4.34	4.12@4.38	5.80@5.95
Soft winter short patent	5.70@5.80	5.65@5.75	5.60@5.70	5.50@5.60	5.70@5.80
Soft winter standard	5.70@5.80	5.65@5.75	5.60@5.70	5.50@5.60	5.70@5.80
Soft winter first clear	5.70@5.80	5.65@5.75	5.60@5.70	5.50@5.60	5.70@5.80
Rye flour, white	5.40@5.50	5.30@5.40	5.30@5.40	5.20@5.30	4.70@5.15

Stock Market

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	July 26, 1957	Aug. 2, 1957
Am. Bakeries Co.	37 3/4	38 3/4
Am. Cyanamid	48 1/4	49 1/4
A-D-M Co.	39 1/4	39 1/4
Borden	62 1/4	61 1/4
Corn Pr. Ref. Co.	32 1/4	31 1/4
Pfd. \$7	164	145
Gen. Baking Co.	107 1/2	9 1/2
Pfd. \$8	135	128
Gen. Foods Corp.	49 1/4	40
Gen. Mills, Inc.	69	57 1/2
Pfd. 5%	115	100
Merck & Co.	42 1/4	29 1/4
Natl. Biscuit Co.	40	35
Pfd. \$7	143 1/4	140 1/4
Pfizer, Chas.	65 1/2	43 1/4
Pfd.	97	89 1/2
Pillsbury Mills, Inc.	44 1/4	39 1/4
Procter & Gamble	50 1/2	44 1/4
Quaker Oats Co.	37 1/2	35 1/4
Pfd. \$6	138	125
St. Regis Paper Co.	48 1/4	31 1/4
Std. Brands, Inc.	42 1/4	37 1/4
Sterling Drug	35 1/4	25 1/4
Sunshine Bisc. Inc.	74	66 1/4
Un. Bisc. of Am.	29 1/2	26
Ward Baking Co.	10 1/2	12 1/4
Pfd. \$5.50	95 1/2	87 1/2

Stocks not traded:

	Bid	Asked
Continental Baking Co.	30 1/4	30 3/4
Cont. Baking Co., \$5.50 Pfd.	96 1/2	97
Merck & Co., \$3.50 Pfd.	74	79
Pillsbury Mills, Inc., \$4 Pfd.	90 1/2	92 1/4
St. Regis Paper, \$4.40 Pfd.	88	91
Std. Brands, Inc., \$4.50 Pfd.	75 1/2	76 1/2
Un. Bisc. of Am., \$4.50 Pfd.	87	90

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	July 26, 1957	Aug. 2, 1957
Horn & Hardart Corp. of N. Y.	30	23 1/4
Omar, Inc.	14 1/4	10 1/4

Stocks not traded:

	Bid	Asked
Burby Biscuit Corp.	5	5 1/2
Hornway Bakeries, Inc., "A"	3 1/4	3 3/4
Horn & Hardart Corp. of New York, \$5 Pfd.	96 1/2	96 1/2
Wagner Baking Co.	4	4 1/4
Wagner Baking Co., Pfd.	75 1/2	80

—BREAD IS THE STAFF OF LIFE—

Flour Output Shows Gain for Third Year

Total U.S. wheat flour production in the 1956-57 crop year spurred upward, posting a gain of 4.8% from the previous year. This is the third consecutive year, and by far the best year, that a gain in production was recorded following several years of declining output. The 1955-56 crop year production was up 0.26% from the previous year, and the 1954-55 crop year production was 1.6% above the preceding year.

Wheat flour production during 1956-57 totaled 236,553,000 sacks as compared with 225,718,000 in 1955-56. There were 254 working days in 1956-57, compared with 255 a year earlier.

Available data on flour exports for the crop year indicate that the increase in flour production in 1956-57 has resulted from a gain in exports as was the case in 1955-56.

Average wheat flour production in the year ended June 30, 1957, was approximately 931,000 sacks—up 5.2% from the previous year's 885,000 sacks.

The rate of flour production in 1956-57 was 86.4% of capacity as compared with 82.9% in 1955-56, a gain of 3.5%. The flour extraction rate made a gain of 0.2%, from 72.3% in 1955-56 to 72.5% in 1956-57.

A daily gain of 10,000 sacks was made during the crop year. The 1956-57 figure for 24-hour capacity is 1,078,000 sacks as compared with 1,068,000 sacks in 1955-56.

Major Bakeries 6-Month Reports Show Sales Up

CONTINENTAL

NEW YORK—The Ward Baking Co. had the highest dollar sales for any fiscal half-year in its history in the 27 weeks ended July 7, Arnold Jackson, president, has reported. Sales were up 7.35% to \$53,867,820, which compares with \$50,178,624 in the first 27 weeks of 1956. Pounds of products sold also exceeded those sold for the comparable period of 1956.

Net earnings increased to \$706,443, equivalent to 67¢ per common share, from \$402,462, or 29¢ per share, in the corresponding period of 1956. Net profit for the second quarter amounted to \$617,880, or 65¢ per common share, compared with \$342,442, or 31¢ per share, in the like period of 1956.

This favorable increase in earnings was achieved despite substantial higher costs amounting to \$804,000. These additional costs were due to wage rate adjustments totaling \$413,000 and local welfare, pension costs, social security taxes, group insurance and retirement fund payments amounting to \$391,000. To compensate in part for these costs, there were price adjustments on Ward products put into effect in some markets.

The improvement in earnings, particularly in the second quarter, is the result of increases in sales volume and from various economies in the cost of operation which became increasingly effective by the second quarter. The operating efficiency has been improved by organizational changes such as decentralization of management into operating regions and various management re-assignments. Mr. Jackson stated that the company continues to be confronted with constantly increasing labor costs and vigorous competition but he anticipates that the improved trend of sales and earnings will continue.

GENERAL

NEW YORK—George L. Morrison, chairman of the board of the General Baking Co. has announced that the net profit of the company for the 26-week period ended June 29, 1957, (after federal income taxes of \$1,135,733), amounted to \$1,051,780. This was equal to 45.7¢ a common share after meeting preferred dividend requirements. This compares with net profit for the corresponding period 1956 (after federal income taxes of \$519,977) of \$649,036 or 20.2¢ a common share.

WARD

NEW YORK—An increase in dollar sales for the thirteen weeks ended June 29, 1957, has been reported

SALES GAINS MADE BY BAKERY STORES

WASHINGTON—The dollar volume of sales by bakery products stores in the U.S. for the first five months of 1957 totaled \$370 million, compared with \$353 million for the comparable five months of 1956. Figures are from a monthly retail trade report of the U.S. Department of Commerce. Dollar volume sales for May of 1957 totaled \$73 million, the same as in April, but up from \$72 million for May of 1956.

by R. Newton Laughlin, president of the Continental Baking Co. The company's net profit declined because of strikes at five Continental bakeries.

Dollar sales for the second quarter of the year 1957 amounted to \$76,891,036, as compared with sales for the corresponding quarter of the year 1956 of \$70,915,125, an increase of \$5,975,911, or 8.43%. Bread, cake and sweet goods sales during the second quarter of the year 1957 increased 9.19% over similar sales during the second quarter of the year 1956.

Net profit after federal income tax and amortization of goodwill during the second quarter of the year 1957 was \$1,865,389. This compares with net profit after federal income tax and amortization of goodwill during the second quarter of the year 1956 of \$2,175,797.

The earnings on each share of common stock during the second quarter of the year 1957 amounted to \$1.12 as compared with \$1.35 for the same quarter of the year 1956. For the first 26 weeks of the year 1957 the earnings on each share of common stock amounted to \$2.06, as compared with \$2.13 earned during the first 26 weeks of the preceding year.

Prior to the strikes the operations of the five bakeries compared favorably with previous operations. Mr. Laughlin said, supporting a calculation that the strikes decreased company profit for the quarter by \$462,000, equal after taxes to 15¢ per share of common stock.

SUGAR PRICE OUTLOOK

NEW YORK—In the opinion of B. W. Dyer & Co., Sugar Economists & Brokers, the decline of world sugar prices below those comparable in the U.S. will remove the incentive of world sugar sellers such as Cuba to sell abroad. This, coupled with the recent proration of the quota deficits from areas short of supplies to those able to supply the sugar, should provide abundant supplies for over-all U.S. market quota of 9,300,000 tons.

Edition of Cereal Laboratory Methods, AACC Publication, Brought Up-to-Date

CEREAL LABORATORY METHODS, (6th Edition) compiled by the Committee on Revision, American Association of Cereal Chemists, edited by Emery C. Swanson. Published by AACC at University Farm, St. Paul 1, Minn., price \$11.

Cereal Laboratory Methods, to those unfamiliar with the book, is just that. It is a compendium of methods used and accepted in laboratories, large and small, whether they be part of a milling or baking organization. Into its compilation has gone the thinking of cereal chemists working in universities, research establishments, private and official, and industrial firms all over the world. Behind it is the authority of the American Association of Cereal Chemists.

First published in 1922, it was completely revised in 1928 and that edition had to be reprinted the following year, such was the demand among technologists. Further complete revisions were undertaken in 1941 and 1947 and now the publisher has brought out a new, and much larger edition. The co-workers on the project had to revise more than half the original material in the light of modern knowledge and experience. Moreover, details are given of the many new methods which were unheard of even 10 years ago.

Significant is the style of presentation. It bespeaks at once the analytical mind of the scientist. It is a book prepared for scientists by scientists. For instance, AACC's committee on revision, with Emery C. Swanson, editor, have dispensed with chapters and substituted categories, of which there are 100, consisting of "determinations," such as the determination of acids, amylase activity, calcium, moisture or any of the many things that the working chemist or technician wishes to determine speedily and, withal, accurately.

Mr. Swanson's preface to this sixth edition bespeaks the care which has been taken to insure accuracy, a facet so essential in an advanced technical work of this nature.

The compiling editors have gone a long way to make reference ready and easy. Each of the major categories is divided into specific tests. The revision, too, now contains a methods index, equivalent to a table of contents, and a materials index. These aids facilitate the search for methods applicable to specific substances for which analysis is required.

In dealing with specific items of equipment or apparatus, the editors have not been afraid to use the names of individual manufacturing firms. This presents a major advantage for in many instances knowledge of the name of the manufacturer of a recommended piece of equipment is an aid to finalizing a problem where speed is essential. So many technical publications are unnecessarily coy about mentioning names of commercial firms, no matter how highly regarded.

Though the book runs to 528 pages plus 18 pages of methods index and 25 tables, not a word has been wasted. It is concise in presentation and, most importantly, a practical work. What could have been confusing and complex, even to the experienced worker, becomes a valuable guide.

—BREAD IS THE STAFF OF LIFE—

New Short Course Added by AIB

CHICAGO—A new short course, designed for baking industry executives responsible for production management, has been added to the American Institute of Baking's School of Baking program.

Dr. Robert W. English, director of education for AIB, announced that classes for the new production management seminar will begin Feb. 16 and run through Feb. 28, 1958.

"Both day-to-day problems and general principles of production management will be included in the subject content," Dr. English stated.

Problems of communications and labor relations (avoiding labor troubles), functions of ingredients, reports of progress and research in low temperature freezing, the importance of shop scheduling and labor budgeting, and the like, will be discussed.

The teaching personnel for the new seminar will include some Northwestern University professors already active in the institute's sales management seminar, leading executives of the baking industry, and AIB staff members.

Dr. English added, "In answer to a long-felt need by management, this program of study has been developed with the help of a special advisory committee whose membership includes men from major segments of the industry. It is hoped that this course can do for production superintendents what our sales management seminar, developed in 1953, has been doing for sales executives."

Tuition for the course is \$350. Further information is available from the Registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.



RUSSELL-MILLER EXPANDS SERVICE—The Russell-Miller Milling Co. has launched a new "piggyback" service for bulk delivery of bakery flour between North Dakota and Minneapolis with a shipment from the company's mill at Grand Forks, reports W. R. Heegaard, vice president and general sales manager. The inaugural shipment, via Great Northern Railway, was made in a 36-foot all-aluminum tank which has a capacity of 52,000 lb. flour. The initial shipment was delivered to the Excelsior Baking Co., Minneapolis. Mr. Heegaard said the company is adopting regular "piggyback" delivery as a means of providing faster, more efficient service to Twin City bakers with facilities for receiving flour in bulk shipments. Shown above are Russell-Miller and Great Northern representatives on hand to observe arrival of initial shipment at Minneapolis. Left to right are Rowley Miller, L. C. Connelly, F. W. Hayes, W. M. Steinke, Mark Heffelfinger, W. R. Heegaard, K. R. Almy, R. L. Wyatt (of Great Northern) and D. G. Johnson.

Undesirable Wheat Varieties Named By USDA

WASHINGTON—The U.S. Department of Agriculture has named 31 wheat varieties which are undesirable because of inferior milling or baking qualities and which will be discounted 20¢ bu. in price support rates on the 1958 wheat crop. Eight new varieties have been added to the list of 23 designated as undesirable for the 1957 wheat price support program. Discounts to discourage plantings of undesirable wheat varieties were included in the price support program for the first time on the 1956 wheat crop.

The 31 varieties named as undesirable for the 1958 wheat support program follow by class:

Hard Red Winter—BlueJacket, Chiefkan, Cimarron, Early Blackhull, Kanking, NewChief, Pawnee Sel. 33, Purkof, RedChief, Red Hull, Red-Jacket and Stafford.

Soft Red Winter—KanQueen, Kawvale, Nured and Seabreeze.

Hard Red Spring—Gasser, Henry (except in Wisconsin and Washington), Kinney, Premier, Progress, SpinkcotaSturgeon.

Durum—Golden Ball, Peliss and Pentad.

White—Fifty Fold, Florence, Grecson, Rex and Sonora.

These designated varieties were found to be undesirable for commercial food use. The discount was adopted in the support operation to discourage their production and lessen the possibility of U.S. wheat of inferior quality finding its way into domestic and export channels.

Acres of these "undesirable" varieties have been declining in recent years, USDA officials said, and the discount in the price support program is credited with speeding up this trend.

Application of the discount of 20¢ bu. to producer support rates will be the same as under the 1957 operation. The price support regulations for the 1958 program will provide for producer certification regarding undesirable varieties similar to the certifications made by producers that they produced the wheat and produced it in the current crop year. Because these varieties are difficult to determine from threshed samples of wheat, the identification of the variety going under price support will be the producer's responsibility based on his knowledge of the varieties he seeded and harvested, USDA officials said. Even though some of the undesirable varieties might have protein content high

enough for a premium, no protein premiums will apply to any of the undesirable varieties in determining the loan rate, they state. Similarly, no amber or hard amber durum premiums will apply.

—BREAD IS THE STAFF OF LIFE—

Salesmanship Explained

MIAMI, FLA.—Jack Lanum, special sales representative for Anheuser-Busch, Inc., spoke on the subject "Salesmanship Is Showmanship" to members of the South Florida Bakers Assn. recently. Mr. Lanum represents the bakery products division of Anheuser-Busch in the Southeast, and has been active in the Bakers Association of the Carolinas for a number of years.

—BREAD IS THE STAFF OF LIFE—

Bakers Club, Inc., Holds Outing

NEW YORK—The Bakers Club, Inc., held its outdoor meeting recently at the Apawamis Club with 95 members and guests in attendance. Hosts were G. Faunce, Jr., the Continental Baking Co., and J. M. Fisher and A. M. Grean, Jr., of the Ward Baking Co. E. L. Timberman, Continental Baking Co., president, presided.

Golf was played, with W. J. Stockman, Standard Milling Co., chairman of the golf committee, awarding prizes to the winners. The first prize for Class A competition was won by J. Q. Adams of the Manhattan Refrigerating Co., with the second place prize going to E. McCauliff of Glyco Products Co., Inc., after playing off a tie with K. B. Goldman of the National Yeast Corp.

Prizes Awarded

J. J. Hopper of the Wagner Baking Corp. won first prize in Class B, and H. Tyor of the Wheatality Baking Corp. second prize. In Class C, competition resulted in a three-way tie among J. E. Mapes, National Glaco Corp.; C. R. Kolb, General Mills, Inc., and R. E. Brown of Bakers Weekly magazine. Mr. Kolb emerged as the winner, with Mr. Mapes winning second prize.

The golf irons prize for members was won by W. K. Kistler, Anheuser-Busch, Inc., and the guest prize by W. Harlowe, a guest of C. J. McWade, C. J. McWade, Inc. The dinner prize was won by I. B. Reiss, Extrin Foods, Inc. The drawing for \$50 worth of merchandise was won by W. B. Spielman, J. B. E. Olson Corp.

Harry G. Myers won the kickers' prize after breaking a five-way tie. Also involved were W. H. Welker, Swift & Co.; H. Evans, I. J. White Co.; T. G. Heckel, Henningsen, Inc., and W. P. Duff of Perkins, Inc. Mr. Myers is with Cake Creations.

A. G. Hessel, Continental Baking Co., membership committee vice chairman, presented an application for membership of William P. Fox, Jr., Specialty Papers, Inc., which was considered and approved.

Philadelphia Meeting

Mr. Timberman announced that all members are invited to attend the Philadelphia Bakers club outing at Galen Hall, Wernersville, Pa., Sept. 13, 14 and 15. The Lee Marshall Cup No. 11 golf tournament will be held Sept. 14, and those wishing to participate must notify Frank A. Lyon, secretary, as soon as possible. Reservations for the outing may be made by writing to Daniel Burack, Galen Hall, Wernersville.



BIGGEST BULK SHIPMENT—The biggest single bulk shipment of flour in Twin City area milling history is shown loaded at the Minneapolis mill of General Mills, Inc., for Red Owl Bakeries, Hopkins, Minn. Officials from both companies gathered to note the event. They are, left to right, Harmison Hale, bakery sales service manager at GMI; Thomas Williams, bakery production superintendent, and H. L. Hoffman, manager, bakery division, both from Red Owl Stores; Jack Mulliken, Twin City district sales manager, flour division, and D. F. McDonald, assistant director of traffic, both of GMI.

Red Owl Bakeries Use New Bulk System

MINNEAPOLIS—Red Owl Bakeries, Hopkins, Minn., has received its first bulk car of flour—100,000 lb. of Gold Medal bakers flour direct from the Minneapolis mill of General Mills, Inc. The shipment signaled the formal opening of a complete new bulk flour handling system at Red Owl.

The event marked the first bulk car delivery to a Twin City bakery. Present at the siding when the car moved into position were officials of both Red Owl and GMI's flour division.

H. L. Hoffman, manager of the bakery division, Red Owl Stores, touched a switch to set the bakery's new push-button system into operation. A combination screw feeder-pneumatic

system began moving the flour from the car to two huge, vertical storage bins inside the bakery at the rate of 36,000 lb. an hour. From the big storage bins, with an over-all capacity of 200,000 lb., flour was withdrawn pneumatically as required by a smaller storage bin near the mixers. From here, the flour moved through more pneumatic tubes to sifters and scale hoppers above the mixers at a 200-lb. a minute rate.

Mixer operation is another push-button operation at the bakeries, with flours and other ingredients automatically blended in the correct proportion. As flour delivery cuts off, the pneumatic tubes clear themselves. Each part of the system then readies itself to deliver more flour instantly, Red Owl officials explained.

Mr. Hoffman said that the bulk flour handling equipment is the latest move in Red Owl Bakeries' \$450,000 modernization and expansion program. "It gives us the most complete bulk handling system in this entire area, a plant equipped to handle flour from both bulk cars and trucks," he said.

The bakeries at Hopkins service 100 Red Owl supermarkets and 400 affiliated outlets. The bakery is eight years old and has been considered a model of efficiency by members of the baking industry because of its degree of automation and its tight utilization of space. Mr. Hoffman said that the demand for bread and other Red Owl bakery products has increased in the past few years, making bulk handling and further automation an immediate necessity.

GMI flour division officials commented that bakers all over the country are shifting to bulk handling. Harmison Hale, manager of bakery sales service, said it was due to the fact that "more bread and rolls are being produced today to meet the increased demand by consumers who recognize the nutritional value of bread and other bakery foods. Bulk handling and automation is the logical answer to this increased demand."

—BREAD IS THE STAFF OF LIFE— W. J. SCHILLER DIES

ENID, OKLA.—W. J. Schiller of Gashland, Mo., father of G. W. Schiller, baking consultant with Pillsbury Mills, Inc., at Enid, died July 4. Mr. Schiller, who had been in poor health for a number of years, was 70 years old. He is survived by his wife, his son, a brother, Frank of Lebo, Kansas, and three grand-daughters.

NEW CHAIN BAKERY OPENED IN FLORIDA

FT. LAUDERDALE, FLA.—A former factory owner from New Jersey has demonstrated his belief in the future of the baking industry by opening the first of 10 bakeries which he proposed to establish in this area. He is George Yohrling, formerly of New Jersey, and retired, until he investigated Florida and the bakery business. When Mr. Yohrling became a bit uneasy with his retirement, his wife suggested that he open a bakery, just a "small one." Mr. Yohrling examined the suggestion, and since has opened the Dutch Oven Bakeries at 1200 Riverland Rd. He expects the other bakeries to be operating in the area later this year.



Dallas O. Hallett

MANAGER—The appointment of Dallas O. Hallett as manager of the Weber Baking Co. Santa Barbara, Cal., plant has been announced by R. L. Nafziger, chairman of the board of Interstate Bakeries Corp. During his seven years of service with Interstate, Mr. Hallett served as sales representative with the Log Cabin plant in Los Angeles for three years and has occupied the position of western division sales representative for the past four years. Prior to joining Interstate, Mr. Hallett was with Franco-American Bakery for 22 years serving in production, sales and management capacities.



For better pie—

for more sales—use Fleischmann's Frozen Fruits

Fleischmann freezes only fruit which meets rigid baking specifications established by The Fleischmann Laboratories. That's why Fleischmann's Frozen Fruits retain true fruit flavor and color to

produce better pies every time. Pie fillings made with Fleischmann's Frozen Fruits have that "special" appetite appeal that means satisfied customers for you . . . and repeat business.

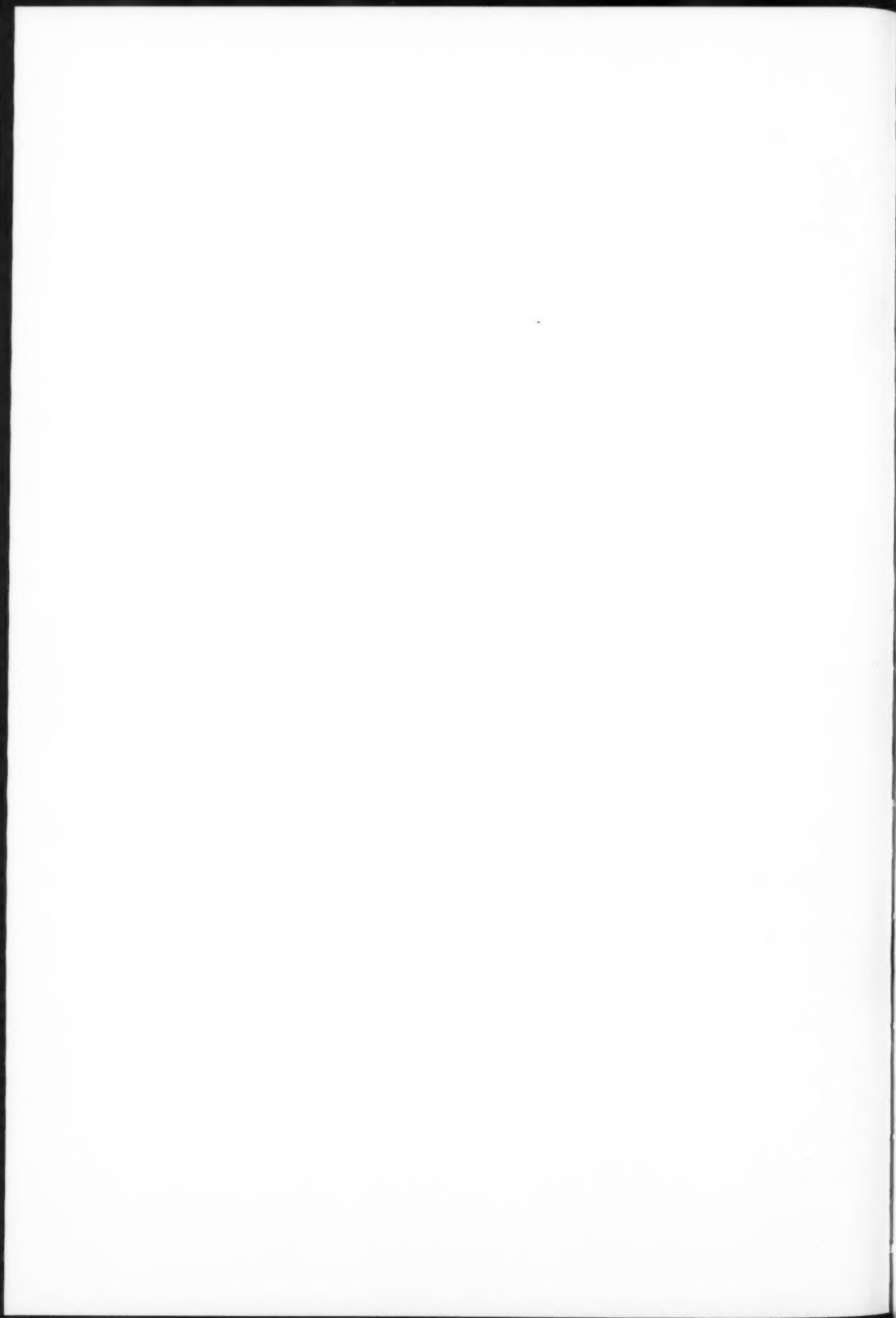
Consult your Fleischmann man about additional benefits you can get—in Merchandising aid and Production help.

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Key Speakers Scheduled at Short Course

CHICAGO—More than 25 representatives of the baking and allied trade industries are scheduled to speak at the six-day bakery equipment maintenance short course to be sponsored by the American Institute of Baking Sept. 9-14. The announcement was made by Dr. Robert W. English, director of education for AIB.

Lecturers and institute staff members will speak on topics such as "Job Scheduling," "Maintenance and Equipment Cost Records," "Planned Modernization," "Oven Maintenance," "Types of Motors, Their Selection and Maintenance," "Bulk Materials Handling," "How to Make a Bakery Safety Program Work," and "Trade Journals as a Source Material for Job Training."

Other subjects to be discussed will be "Training Maintenance Personnel," "Controlling Dough Temperatures," "Scheduling P.M. Programs," "Sanitation of Bakery Equipment," "Boiler Maintenance," "Maintenance and Production Control," "Rodent and Insect Control," and "Problems in Communications."

Also to be included are lectures titled "Dough Dividers and Rounder Maintenance," "Wrapping Machine Maintenance and Operators Training," "Buildings and Plant Utilities

Maintenance," "Work Simplification," and "Significance of Dough Properties With Machine Settings."

William M. Schieb, AIB instructor in bakery equipment maintenance and operation, announced that the major emphasis of this year's program is on TMT (time, motion, temperature). Such subjects as wrapping machines, maintenance personnel training, planned modernization, and bulk handling of ingredients have been revised or expanded to keep step with the progress of the baking industry.

"Bulk handling of ingredients is something new in the industry," Mr. Schieb said. "Many plants are now converting to bulk handling. With this conversion come many problems in the selection of equipment and maintenance. With the trend towards mechanization and automation in industry, maintenance of equipment requires closer attention and increased knowledge for its efficient operation by maintenance personnel," he said.

Wrapping machine operation and maintenance will be the subject of three lectures and a discussion period. Training of maintenance personnel and operating personnel will be examined.

Standard procedures for job definitions and responsibilities for wrapping machine operators and personnel will be discussed and recommended.

Mr. Schieb emphasized that students will have a further opportunity to bring up problems relative to wrapping machines and other equipment during panel discussions. He urged students planning to attend the course to make a list of the particular problems that may not be covered in classroom lectures so that they may be discussed and solved at the panel meetings.

Students are asked to register as soon as possible, since registration is limited, and the course is already almost half filled.

Tuition for the course is \$100. Special luncheon arrangements at Northwestern University's Abbott Hall have been made. Additional information may be obtained by writing to Alpha Carlson, Registrar of the American Institute of Baking, 400 East Ontario St., Chicago 11.

—BREAD IS THE STAFF OF LIFE—

Pennsylvania Bakers Schedule Convention

HARRISBURG, PA. — The 1958 winter convention of the Pennsylvania Bakers Assn., will be held at the Bellevue-Stratford Hotel in Philadelphia Jan. 19-21. Following the traditional pattern, these dates are one week later than the convention of the Ohio Bakers Assn., and one week prior to the convention of the Potomac States Bakers Assn.

Ralph Chantler, president, has appointed William L. Manz, vice president, as chairman of the general convention program committee and Ralph Sotzing, treasurer, as co-chairman. Plans for the three-day meeting are to include business sessions scheduled Monday and Tuesday, Jan. 20 and 21, which will be of current interest to all types of bakers and the allied trades.

In addition, social functions will be arranged for the three days. Full details of the program will be announced at a later date. The hotel will accept room reservations now.

Dates of winter conventions for 1959 will be Jan. 18-20 at the Roosevelt Hotel in Pittsburgh. Dates for 1960 are Jan. 17-19, and for 1961, Jan. 22-24.



NEW PRESIDENT FETED—Charles J. Schupp, Schupp's Pastry Shop, Washington, D.C., newly elected president of the Associated Retail Bakers of America, was feted by his friends and neighbors recently. The affair was sponsored by the Associated Retail Bakers of the Greater Washington Area. Pictured are, left to right, W. C. Dressel, Standard Brands, Inc., general chairman for the affair; William A. Quinlan, ARBA general counsel and program master of ceremonies; August W. Neuland, Neuland's Bakery and president of the Washington group; Mr. Schupp with a colored caricature that was presented to him; Leo Saemann, Supreme Bakery, Hyattsville, Md., first vice president of the Washington group; and Carl Carlson, Wesson Oil Co., secretary of the Washington group.

C. W. McWilliams Joins AIB Staff

CHICAGO — The American Institute of Baking has announced that Charles S. McWilliams joined the staff of the school of baking Aug. 1.

Many bakers are acquainted with Mr. McWilliams through his work with the Quartermaster Food and Container Institute since March, 1946.

He was research and development food technologist, and since 1953 has been chief of the cereal and baked products section for the Quartermaster Corps.

Mr. McWilliams has a bachelor of science degree from Pennsylvania State University. He has had considerable experience in commercial baking with Stroehmann Bros. Baking Co., and spent two years in the central products control department of General Mills, Inc. Mr. McWilliams was also in the central research laboratories of the General Foods Corp. He has had extensive contact with the personnel of AIB, and will assume teaching responsibilities.

—BREAD IS THE STAFF OF LIFE—

Potomac States Group To Meet in Baltimore

BALTIMORE, MD.—John A. Kreiling, president of the Potomac States Bakers Assn., has announced that Jan. 26-28 will be the dates of the 42nd annual convention of that organization. Convention headquarters will be the Lord Baltimore Hotel, Baltimore. There will be a post-convention meeting of the executive committee at the hotel Jan. 29.

Henry C. Steinle, Steinle's Bakery, Wilmington, Del., is program chairman. Eric Birk, Birk's Bakery, Hyattsville, Md., will be chairman of the sessions Jan. 26. Jack Lee, general manager of Sta-Klean Bakery, Inc., Lynchburg, Va., will be chairman Jan. 27. Charles W. Cowan, Baltimore broker, will be chairman of the entertainment committee, while Ray Sullivan will be in charge of registrations.

Read Standard Will Install Equipment For Miami Bakery

PHILADELPHIA — The Read Standard Division of Capitol Products Corp. has been awarded a contract for installation of bakery equipment in a new Food Fair bakery scheduled for construction this fall in Miami, Fla. This announcement was made by Lawrence H. Ellis, director of the bakery division of Food Fair Stores, Inc., and William J. Strandwitz, Jr., vice president of Capitol Products and executive officer of Read Standard.

The order is said to approximate \$500,000 and is one of the largest bakery equipment contracts for a complete bakery to be let this year. The installation will provide the maximum amount of automation and flexibility required for the production of a wide variety of bread, rolls and sweet goods.

As a sidelight to the new contract Mr. Strandwitz noted that at the end of 5½ months of 1957 sales in the bakery division of Read Standard were running far ahead of the sale total for the same division for 1956, and had already established a new yearly record for this division of the company.

—BREAD IS THE STAFF OF LIFE—

General Baking Co. To Pay Dividend

NEW YORK—George L. Morrison, chairman of board of General Baking Co., has announced that the board has declared a dividend of 15¢ a share on the shares of common stock payable Aug. 1, 1957, to the holders of record on July 15, 1957, and the regular dividend of \$2 a share on the \$8 preferred stock payable Oct. 1, 1957, to the holders of record on Sept. 17, 1957.

—BREAD IS THE STAFF OF LIFE—

SALESMAN MOVES

Kim Gill, formerly of Enid, Okla., has moved to Oklahoma City as salesman for the National Biscuit Co.



Alfred Taylor

JOINS FLEISCHMANN—Harry W. Green, vice president, the Fleischmann Division, Standard Brands, Inc., New York, has announced that Alfred Taylor has joined the company as an assistant manager of the Fleischmann Division's sales promotion and advertising department together with assistant managers Thomas C. Melville and Gerard P. Kirk. A graduate of the Wharton School of the University of Pennsylvania, Mr. Taylor has experience as director of field operations for Alderson & Sessions, management and marketing research specialists. His additional experience as a bakery account executive for Marketing and Advertising Associates, a Philadelphia advertising agency, has given him a valuable and practical background in sales promotion and advertising services for the bakery trade, Mr. Green stated.

Formulas for Profit

• • Try Individual Squares • • For Variety on the Counter . . . Dollars in the Till

DATE MACAROON SQUARES

Rub together between the hands, using the same procedure as for making pie dough:

- 2 lb. 4 oz. cake or pastry flour
- 2 lb. granulated sugar
- 1 lb. 2 oz. shortening
- ¼ oz. salt
- 1 lb. macaroon coconut
- 6 oz. fine chopped walnuts
- ¼ oz. maple extract
- ¼ oz. vanilla extract
- ¼ oz. lemon extract

Take one-half of this mixture and sprinkle it evenly on a bun pan 18 x 26 in., greased and flour dusted. Then sprinkle a little flour over the surface, and with a small rolling pin roll out evenly and smoothly to cover the whole surface of the bottom of the pan. Then spread the following date filling over this.

Date Filling

Bring to a boil, stirring constantly:

- 2 lb. ground dates
- 1 lb. granulated sugar
- 1 lb. 8 oz. water
- ¼ oz. salt

After the filling has been spread out evenly, allow it to cool. Then take the remainder of the mixture of flour, sugar and coconut and sprinkle evenly over the top of the filling. Dust a little flour over the surface and roll out smooth, being careful not to use too much pressure. Then sprinkle granulated sugar over the whole surface and place in the oven. Bake at about 375° F. This will require about 40 min. to bake to a light golden brown color. When baked and thoroughly cooled, cut into squares of desired size.

Note: Do not rub the flour, sugar, coconut, etc. too much, as it will become pasty and hard to handle. It should be crumbly. If the oven has a lot of bottom heat, it may be necessary to bake on double pans.

Many types of fruit jams may be used for the filling. A good mince meat adds to the variety.

MACAROON COCONUT SQUARES

Line an 18 x 26-in. bun pan with a short paste dough made from the following formula:

Mix together:

- 1 lb. powdered sugar
- 2 lb. butter
- Vanilla to suit

Add gradually:

- 8 oz. whole eggs

Sieve, add and mix in until smooth:

- 3 lb. cake flour

Roll the dough out to about 3/16 in. thickness and line the pan. Then prepare the following filling and spread evenly in the lined pan.

Macaroon Coconut Filling

Mix together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. 8 oz. macaroon coconut
- ¼ oz. salt
- 1 lb. 8 oz. whole eggs
- 4 oz. flour
- Vanilla flavor to suit

Place on a fire and heat until luke warm, stirring constantly to prevent scorching. Then place mixture into the lined pan and spread evenly.

Bake at about 340-350° F. After baking and when cooled, cut into squares of desired size.

If desired, before cutting a thin icing may be run over the top in criss-cross lines by dipping the fingers in the icing and then running the hand in criss-cross fashion over the top or by pouring the icing in a container having a number of holes in the bottom and using the same procedure.

The color and flavor of the icing may be changed to suit the individual baker for variety.

PINEAPPLE SQUARES

Cream together:

- 12 oz. powdered sugar
- 1 lb. shortening
- ¼ oz. salt

Add gradually:

- 6 oz. eggs

Add and mix in until smooth:

- 2 lb. cake or pastry flour

Place the dough in a greased bun pan and roll out to about ¼-in. thickness. Then cover the dough with pineapple pie filling about ¾ to 1 in. thick. Then cover the pineapple with the following topping.

Butter Streussel

Mix together:

- 1 lb. powdered sugar
- 2 lb. bread flour
- 8 oz. ground walnuts or almonds
- 1 lb. melted butter

Then rub this through a coarse sieve. Place the pan in the oven and bake at about 360° F. When cooled, cut into pieces of desired size.

ROYAL OATMEAL SLICES

Rub together between the hands the same as for making pie dough:

- 2 lb. granulated sugar
- 2 lb. pastry flour
- 1 lb. 4 oz. shortening
- ½ oz. salt
- 1 lb. 4 oz. oatmeal (ground)
- 8 oz. fine chopped walnuts
- Vanilla to suit
- ¼ oz. cinnamon

Note: Do not rub this mixture too much or it will become gummy and hard to handle. Take one-half of mixture and spread evenly on an 18 x 26-in. bun pan that has been well greased and dusted. Dust a little flour on the surface and, with a small roll-

ing pin, roll out evenly so that the bottom is thoroughly covered. Then prepare the following filling:

Bring to a boil:

- 1 lb. 4 oz. ground pitted dates
- 1 lb. ground seeded raisins
- 1 lb. granulated sugar
- 1 lb. 8 oz. water
- ½ oz. salt
- ¼ oz. cinnamon

A little lemon extract

As soon as it comes to a boil, remove from the fire and spread evenly over the mixture on the pan. Allow to cool and then sprinkle the remaining half of the flour, sugar and oatmeal mixture evenly on top of the filling.

Dust a little flour over the surface and roll out carefully so that a smooth top is obtained. Then sprinkle the whole surface with granulated sugar. Bake at about 350-360° F. until it has a nice brown color. This will take approximately 40 min.

When baked, allow to cool thoroughly and cut into bars of desired size. If desired, mincemeat may be used as the filling for a change.

CHEWY FUDGE SQUARES

Cream together:

- 2 lb. 4 oz. granulated sugar
- 1 lb. shortening
- 1 pt. corn syrup
- ½ oz. salt
- ¼ oz. cinnamon

Add gradually:

- 1 lb. 8 oz. whole eggs

Then add:

- 12 oz. melted bitter chocolate

Sieve together, add and mix in until smooth:

- 1 lb. 4 oz. bread flour
- ¼ oz. baking powder

Then add and mix in:

- 1 lb. 8 oz. chopped walnuts

Deposit into a well greased and dusted 18 x 26-in. bun pan. Spread evenly and bake on double pans at about 350-360° F.

After baking and when cooled, cut into squares of desired size.

Note: Cream this mix very little; overcreaming causes cracks in the tops and the mix may even run over the sides of the pan.

If desired, the top may be iced with the chocolate icing given with the ginger square formula before cutting into squares.

MOLASSES GINGER SQUARES

Cream together:

- 12 oz. granulated sugar
- 12 oz. shortening
- 1½ oz. soda
- ½ oz. salt
- ½ oz. ginger
- ¼ oz. cinnamon

Add gradually:

- 8 oz. whole eggs

Stir in:

- 4 lb. 12 oz. molasses

Add:

- 2 lb. water

Sieve and mix in:

- 4 lb. cake flour

Deposit 7 lb. 8 oz. batter in 18 x 26-in. bun pans and bake at about 370° F.

After baking and when cool, ice as desired and cut into two-in. squares.

FUDGE SQUARES

Cream together:

- 2 lb. 6 oz. granulated sugar
- 10 oz. shortening
- 6 oz. butter
- 1 oz. salt
- 6 oz. cocoa

Vanilla to suit

Add:

- 12 oz. corn syrup

Add gradually:

- 12 oz. whole eggs

Stir in:

- 4 oz. milk

Sift and add:

- 1 lb. 8 oz. cake flour

Then add and mix in thoroughly:

- 8 oz. chopped walnuts
- 8 oz. chopped pecans

Place in a well greased and dusted bun pan 18 x 26 in. Spread out evenly and then bake at about 375° F.

When baked and cool, ice with the following icing.

Chocolate Icing

Mix together:

- 5 lb. powdered sugar
- 4 oz. corn syrup
- ½ oz. salt

Vanilla to suit

Add gradually:

- 1 lb. warm water (120° F.)

Mix in:

- 12 oz. melted bitter chocolate

Then mix in until smooth:

- 4 oz. melted butter

When the icing has set, cut the sheet into 2-in. squares

FIG SQUARES

Cream together:

- 1 lb. 2 oz. sugar
- 1 lb. shortening
- 1 oz. salt
- Lemon flavor to suit

Add:

- 4 oz. egg yolks

Sieve together, add and mix in:

- 2 lb. pastry flour
- 2 lb. bread flour
- 1 oz. baking powder

Then work in:

- 1 lb. 8 oz. milk

Roll out about one-half of this dough and cover the bottom and sides of a greased bun pan 18 x 26 in.

Spread a layer of fig jam over this. Roll out the balance of the dough and cover the fig jam. Take a fork and punch a number of holes in the

Individual Squares Are Good Sellers

Competition for the food dollar is compelling many bakers to turn their attention to greater variety in order to tempt the housewife with something not only different but also more tasty. At the same time, they try to stress eye appeal.

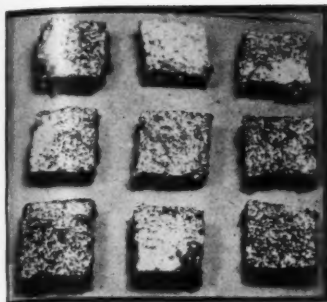
One type of baked food that offers an almost endless source of variety is the "individual square," because it is susceptible to those little touches of the baker's artistic sense that make it stand out and beg to be eaten. Individual squares are always good sellers, regardless of the season. Bakers featuring them will find that they are worthy of the customer's

attention. Many people prefer them to cookies or pie for dessert, too.

Individual squares rate high as in-between snacks. As a food item for youngsters they are of great value in supplying the much-needed energy dissipated by play.

The baker can use his ingenuity to make a large variety of squares from the same basic formula by changing types of fillings, fruits, icings or toppings. He can dress them up according to his own resourcefulness.

Individual squares are convenient for both large and small families because they may be purchased in any quantity desired.



top dough so that the steam formed during baking will have a chance to escape. Then wash the top with milk and sprinkle some granulated sugar on it. Place in the oven and bake at about 360° F. When baked, allow to cool and then cut into squares of desired size.

CHOP SUEY CAKE SQUARES

Cream together:

1 lb. 8 oz. granulated sugar
1 lb. shortening
1½ oz. salt
1½ oz. soda
1 oz. cinnamon
½ oz. nutmeg
½ oz. ginger

Add:

1 qt. molasses

Stir in:

1 lb. whole eggs

Then add:

3 lb. cake crumbs soaked in
5 lb. 8 oz. water

Sift together, add and mix in:

4 lb. cake flour
2 oz. baking powder

Then mix in:

1 lb. ground nuts
2 lb. seedless raisins

Place this mixture in two bun pans 18 x 26-in. which have been lined with pie dough. Spread evenly and bake at about 360° F. After baking and when cool, ice tops of the sheets with chocolate icing. Then cut into two-in. squares.

CHERRY SQUARES

Mix together:

1 lb. melted shortening
14 oz. melted butter
1 lb. 12 oz. brown sugar
Vanilla to suit

Sift together:

2 lb. 12 oz. pastry flour
2 oz. soda
¾ oz. salt

Add:

1 lb. 8 oz. oatmeal (quick cooking)

Then add this mixture to the sugar and shortening. Mix into a mealy dough.

Use one-half of this mixture to line the bottom of a well greased bun pan. Then spread a layer of cold cherry filling on top of this. Cover the cherry filling with the balance of the mealy dough. Smooth carefully and sprinkle a little granulated sugar on top.

Bake at about 350° F.

When cool, cut into bars of desired size.

Cherry Filling (Canned)

Draw the juice from one No. 10 can of cherries. Add enough water to make one quart of liquid. Place this on the fire to boil with:

1 lb. 4 oz. granulated sugar

Then mix together:

12 oz. granulated sugar
¼ oz. salt
3½ oz. fine ground tapioca (40 mesh)

When the juice begins to boil, stir the sugar and tapioca mixture in slowly. Stir until the juice clears and thickens. Remove from the fire and

add the drained cherries. Stir in carefully.

Note: The amount of sugar to use may vary, depending upon the sweetness desired. Corn starch may be substituted for tapioca.

Cool the filling thoroughly before using.

PRUNE SQUARES

Cream together:

1 lb. 10 oz. granulated sugar
5 oz. butter
5 oz. shortening
2 oz. milk powder
½ oz. salt
¼ oz. soda

Add gradually:

10 oz. whole eggs

Mix together and add:

1 lb. ground pitted prunes
8 oz. ground dates
8 oz. chopped nuts
1 lb. 8 oz. water

Then sift together, add and mix in until smooth:

1 lb. 12 oz. cake flour
½ oz. cinnamon

Place this mixture in a greased and dusted bun pan 18 x 26 in. Spread out evenly and then bake at about 350-360° F. After baking and when cool, ice with the following icing.

Prune Icing

Beat together until stiff:

5 lb. powdered sugar
8 oz. corn syrup
8 oz. egg whites
8 oz. water
A pinch of salt
A pinch of cream of tartar
Vanilla to suit

1/16 oz. cinnamon

Then mix in:

1 lb. 8 oz. ground pitted prunes
After the sheet is iced, cut into two-in. squares.

WASHINGTON PIE SQUARES

Line an 18 x 26-in. bun pan with the following pie dough:

Rub together:

1 lb. 8 oz. pastry flour
12 oz. shortening
¾ oz. salt

Mix in:

9 oz. cold water

Allow the dough to rest a little while before rolling out. After the



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 43) and the Do You Know feature (see page 22), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

bun pan is covered, dock it with a fork.

Then cream together:

8 oz. granulated sugar
8 oz. shortening
¾ oz. soda
½ oz. salt
¼ oz. cinnamon
¼ oz. ginger
¼ oz. allspice

Add:

6 oz. whole eggs

Stir in:

¾ qt. molasses

Mix together and add:

1 lb. 4 oz. cake or cooky crumbs
1 lb. 8 oz. water

Sift together and add:

2 lb. 4 oz. flour
¾ oz. baking powder

Mix in:

2 lb. seedless raisins
12 oz. mixed peel
8 oz. chopped nuts

Place this mixture into the lined pan and spread evenly. Bake at about 350° F.

After baking and when cool, ice the top with white, chocolate or maple icing. Then cut into two-inch squares.

RAISIN HONEY SQUARES

Cream together:

1 lb. 4 oz. granulated sugar
10 oz. shortening
¾ oz. salt
4 oz. butter
4 oz. bread flour
8 oz. honey

Then add gradually:

12 oz. egg whites



Stir in:

6 oz. milk

Sift together, add and mix in:

1 lb. 10 oz. cake flour
¾ oz. baking powder
¾ oz. soda

Then add and mix in well:

2 lb. 8 oz. seedless raisins

Place the mixture in a greased and dusted bun pan. Spread out evenly and bake at about 350° F. After baking and when cool, ice as desired and cut into squares of desired size.

CHOCOLATE FUDGE SQUARES

Mix together and allow to cool:

11 oz. melted bitter chocolate
7 oz. melted shortening
7 oz. melted butter

Beat together until light:

1 lb. 6 oz. whole eggs
3 lb. granulated sugar
¾ oz. salt
4 oz. honey or invert syrup

Add gradually:

11 oz. boiling water

Stir in the melted chocolate mixture.

Sift together and mix in until smooth:

1 lb. 11 oz. cake flour
½ oz. baking powder

Then stir in:

8 oz. chopped walnuts

This is enough for one 18 x 26-in. bun pan. Bake at about 350° F.

After baking and when cool, cut into squares of desired shape.

TAFFY COCONUT SQUARES

Boil to 230° F.:

2 lb. 8 oz. brown sugar
1 pt. water

Place this in a mixing bowl and allow to cool.

Then add gradually 8 oz. whole eggs.

Then add:

1 lb. ground toasted cake crumbs
1 lb. 8 oz. cake flour
¾ oz. baking powder
Vanilla to suit

Mix until smooth. Place this mixture in an 18 x 26-in. paper lined bun pan, and spread evenly. Cover the top with a heavy coating of shredded coconut. Bake to a golden brown color at about 350-360° F. When baked and cool, cut into two-in. squares.

Note: If the coconut colors too fast during baking, place a sheet of paper over it.

FIG CRUMB SQUARES

Rub together by hand until crumbly:

1 lb. 4 oz. brown sugar
1 lb. 4 oz. shortening
1 oz. salt
2 lb. soft cake crumbs
2 lb. pastry flour
½ oz. nutmeg
½ oz. cinnamon

Then mix in lightly:

3½ oz. beaten whole eggs

Sprinkle one-half of this mixture on a greased bun pan. Press down



SUMMER TREAT—A time-tested summer promotion to help bakers capitalize on the consumer popularity of chiffon cakes has been announced by the Wesson Oil Co. For more than a decade, chiffon cake has had a proven record of acceptance for Wesson among bakers and consumers. For tie-in promotional purposes, Wesson is offering free point-of-sale material, including 7x17-in. window banners and 2x7-in. showcase banners. A free booklet containing a variety of 17 chiffon cake formulas and 20 different icings is also available through Wesson representatives or by writing direct to the Wesson Oil Co., 210 Baronne St. New Orleans, La.

and smooth evenly with another bun pan or rolling pin.

Cover the surface with fig filling and cover these with balance of the crumb mixture. Press down and smooth with another bun pan or rolling pin. Bake at about 350° F. for about 30-40 min. Cut into 2-in. squares after baking and while still warm.

Fig Filling

Cover 3 lb. figs with boiling water and let stand for 15 min. Drain, cut off the stems and grind.

Add:
1 lb. honey
4 oz. granulated sugar
2 oz. lemon juice
½ oz. salt

Bring this to a boil. Allow to cool before spreading.

NOUGAT FRUIT SQUARES

Cream together:

1 lb. sugar
10 oz. shortening
¼ oz. cinnamon
¾ oz. soda
½ oz. salt

Add gradually:

6 oz. whole eggs

Stir in:

½ pt. good molasses
¼ pt. water

Add:

6 oz. seedless raisins
4 oz. currants
4 oz. ground peel
4 oz. ground walnuts

Sieve and fold in:

2 lb. flour

Place this mixture in a greased and dusted bun pan and roll out evenly. Bake on double pans at about 350° F. When cool, spread the following mixture on top:

Nougat Topping

Mix together:

1 lb. 8 oz. sugar
4 oz. butter
12 oz. macaroon coconut
10 oz. egg whites
6 oz. honey
3 oz. glucose

Place the mixture on a fire and heat to about 120° F., stirring constantly to avoid scorching. Remove from the fire and stir in:

4 oz. fine chopped pecans
4 oz. melted chocolate
Vanilla to suit

The topping should be placed on the cooled sheet while warm so that it will spread readily. When the topping has cooled, cut the sheet into squares of desired size.

APRICOT DELIGHT SQUARES

Cream together:

1 lb. 14 oz. brown sugar
8 oz. butter
¼ oz. salt

Add:

1 lb. whole eggs

Stir in:

8 oz. milk

Sift together, add and mix until smooth:

1 lb. 2 oz. flour
¾ oz. baking powder

Then add:

7 oz. chopped nuts
12 oz. chopped dried apricots which have been cut in ¼ in. pieces, scalded with hot water and soaked for 5-10 min. and then drained.

Deposit in greased and papered bun pans. Bake at 375° F. After baking and when cooled, cut into 2-in. squares.

If desired, powdered sugar may be sifted on the top.

ANGEL FOOD SQUARES

Beat together on medium speed:

2 lb. egg whites
¼ oz. cream of tartar
½ oz. salt

Add gradually:

1 lb. granulated sugar

When the mixture holds a crease add vanilla to suit.

Sift together thoroughly and mix in carefully:

1 lb. granulated sugar
1 lb. good cake flour

Deposit this mixture into three pans 8" x 14" x 2". Spread evenly and

bake at about 340-350° F. on double pans.

Allow the cakes to cool overnight and then cut each into 32 square pieces.

Dip each square into the following dipping icing and place on screens; allow to drain and set.

Dipping Icing

Mix together in a warm water bath:

10 lb. powdered sugar
½ oz. salt
8 oz. corn syrup
3 oz. milk solids (non-fat)

Add and stir in:

4 oz. egg whites

Then add:

1 lb. 4 oz. warm water

Mix in thoroughly:

8 oz. butter or shortening

Then add:

Flavor to suit

Note: The amount of water to use will vary with the consistency desired.

After the icing has set, decorate the tops with small flowers, or other suitable design.

Then place each decorated square in an individual paper cup.

CHOCOLATE GINGER SQUARES

Cream together:

1 lb. 8 oz. granulated sugar
1 lb. 4 oz. shortening
¾ oz. soda
1 oz. salt

½ oz. ginger

½ oz. cinnamon

½ oz. allspice

Add gradually:

1 lb. 8 oz. whole eggs

Mix together and stir in:

1 lb. melted bitter chocolate
2 lb. molasses (high grade)

Sift together:

4 lb. cake flour
1¼ oz. baking powder

Add this alternately with:

3 lb. hot water

Bake in bun pans (18 x 26 in.) at 360° F.

After baking and when cool, ice with plain fondant icing. Cut into squares of desired size and place a whole pecan or walnut in the center.

DATE SQUARES

Beat up:

1 lb. whole eggs

Add:

1 lb. 8 oz. brown sugar (sifted)

Mix together well and fold in carefully:

13 oz. cake flour
¼ oz. salt
¼ oz. baking powder
1 lb. chopped pitted dates
5 oz. fine chopped nuts
8 oz. seedless raisins

Place this mixture in an 18 x 26-in. greased and dusted bun pan. Spread evenly and then bake on double pans at about 360-370° F.

After baking and when cool, cut into two-in. squares.

Note: If desired, powdered sugar may be sifted on top after cutting into squares.

Do not overbake.

GINGER SQUARES

Cream together:

1 lb. granulated sugar
8 oz. shortening
¾ oz. salt

1 oz. ginger

½ oz. cinnamon

Add gradually:

9 oz. whole eggs

Mix in thoroughly:

1 lb. honey
1 lb. high grade molasses

Stir in slowly:

1 lb. 6 oz. water
1¼ oz. soda

Dissolve the soda in the water thoroughly before adding.

Sieve and add:

2 lb. 8 oz. cake flour

This dough is quite soft and should be given a good mixing after the flour is added. Deposit into a paper lined 18 x 26 in. bun pan and spread evenly. Then bake at about 360-370° F.

When baked and cool, ice with a chocolate or caramel icing. Then cut into squares of desired size.

Chocolate Icing

Mix together:

5 lb. powdered sugar
4 oz. corn syrup

½ oz. salt

Vanilla to suit

Add:

1 pt. warm water (about 140° F.)

Mix in:

12 oz. melted bitter chocolate

Stir in:

4 oz. melted butter

Caramel Icing

Boil to 232° F.

2 lb. 8 oz. granulated sugar

1 lb. 8 oz. brown sugar

1 oz. salt

6 oz. butter

2 lb. water

Cream together:

12 oz. emulsifying type shortening
4 oz. butter
6 oz. flour

Add the hot syrup and mix on high speed until it grains. Then add vanilla flavor to suit. The icing is then ready to be used.

Note: After the iced sheets are cut, the squares may be decorated on top by placing a whole pecan, walnut or a half candied cherry in the center.

GLACED CHERRY SQUARES

Cream together:

2 lb. 8 oz. granulated sugar
1 lb. 4 oz. shortening

1½ oz. salt

8 oz. butter

8 oz. bread flour

1 lb. honey

Add gradually:

1 lb. 8 oz. egg whites

Stir in:

12 oz. liquid milk

Sift together, add and mix in:

3 lb. 4 oz. cake flour
½ oz. baking powder

¼ oz. soda

Then add:

3 lb. chopped glazed cherries
1 lb. mixed peel

1 lb. chopped pecans

Place into two greased and dusted 18 x 26-in. bun pans. Spread out evenly and bake at 350° F. After baking and when cool, ice with the following icing.

Fudge Icing

Cream together:

2 lb. powdered sugar

8 oz. shortening

Vanilla to suit

Dissolve together and add slowly:

½ oz. gelatine
¼ oz. hot water

½ oz. salt

Then add:

12 oz. butter

Stir in:

1 lb. honey

Sift together, add and mix in until smooth:

4 lb. powdered sugar
4 oz. milk solids (non-fat)

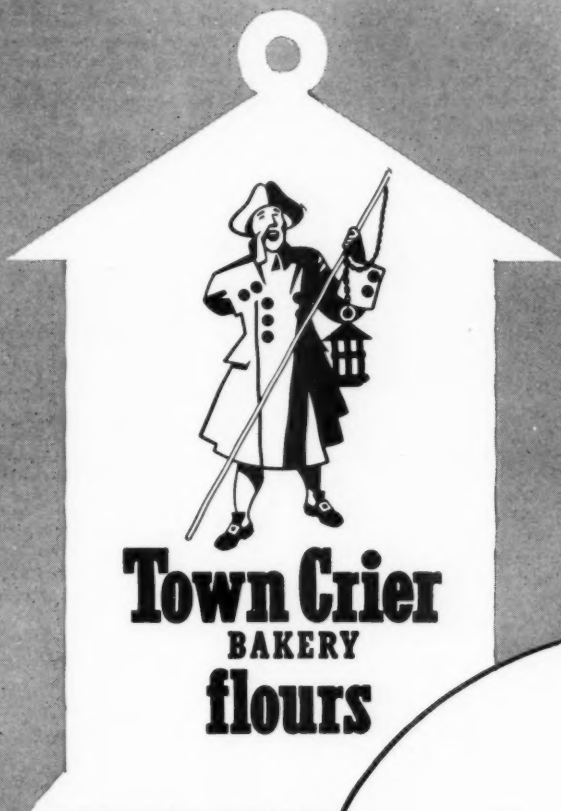
Then mix in:

2 lb. 8 oz. fine chopped glazed cherries

Cut the sheets into squares of desired size.

Note: A little red color may be added to the icing.

The consistency of the icing may be varied by adding a little warm water or milk.



IN SELECTING flour, it pays to choose only a time-tested quality brand—one on which you can always depend for successful baking results. The finest wheats, combined with the most modern milling methods, produce the superior quality found in Town Crier bakery flours. The great care taken in the fields and at the mills assures you of uniform, dependable flours and consistently finer, more profitable baked products.



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DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 59 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. A bushel of wheat will produce about 70-72% white flour.

2. When the eggs and sugar for sponge cake are heated to about 120° F. before beating, no difference will be noted in the finished cake as compared to those made when the eggs and sugar are at room temperature (75° F.).

3. According to the government standard, a loaf of white bread may contain not more than 40% moisture one hour or more after it is baked.

4. In warm humid weather the invert syrup content of marshmallow should be increased to make it less sticky.

5. For best results when making bread doughs, the yeast and malt should be dissolved together in part of the water.

6. If the mixture is too soft, almond macaroons, when baked, will have hollow bottoms.

7. When proofing bread, the relative humidity in the proof box should be about 80-85%.

8. Baking powder is not used in angel food cakes at any time.

9. Tapioca is derived from the roots of the cassava plant.

10. A temperature of 325° F. is too hot for baking kisses and meringue shells.

11. Hydrogenated shortening contains 5% more moisture than lard.

12. Either cane or beet sugar will work satisfactorily for canning purposes.

13. In a fermentation room where the temperature is controlled at 79 or 80° F., sponge doughs for bread and rolls, on an average, heat up about 2° F. an hour.

14. Egg white meringue breaks down quite readily, causing it to leak which, in turn, soaks the shells for pies. In order to decrease this tendency, it is a good idea to add 1 to 4 oz. tapioca flour with the sugar used for each quart of egg whites.

15. There is no difference between a devil's food and a chocolate cake.

16. Ammonia is the best type of leavening to use when making French doughnuts.

17. When hot water is used in

making pie doughs, the baked crust will be flaky.

18. It is not harmful to store flour in an unheated warehouse where the temperature may reach below zero.

19. It is impossible to eliminate the white ring which is sometimes noticeable on the top of dark high sugar content cakes.

20. For the restaurant trade, rye bread with pointed ends is preferred.

—BREAD IS THE STAFF OF LIFE—

Southern Bakers Schedule Given

ATLANTA—The Southern Bakers Assn. has announced its convention and production conference dates through the year 1962.

CONVENTIONS

1958: April 17, 18, 19, Palm Beach Biltmore Hotel; 1959: April 2, 3, 4; 1960: March 31, April 1, 2; 1961: April 13, 14, 15; 1962: April 26, 27, 28.

PRODUCTION CONFERENCES

Atlanta Biltmore Hotel

1957: Sept. 15, 16, 17; 1958: Sept. 14, 15, 16; 1959: Sept. 13, 14, 15; 1960: Sept. 11, 12, 13; 1961: Sept. 10, 11, 12; 1962: Sept. 9, 10, 11.

The location of conventions has been determined only for 1958.

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LEXINGTON MILL & ELEV. CO.

LEXINGTON, NEBRASKA

La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend
on **LA GRANGE**
FLOURS

LA GRANGE MILLS
RED WING, MINNESOTA

The Always Be Clean's



BETTER SANITATION Means MORE BUSINESS

SANITATION POSTER—The American Institute of Baking issues a new poster each month dealing with personnel practices of sanitation and safety. The AIB mails posters about the 15th of every month, and urges that they be used. Order can be made by writing the AIB at the address shown at the bottom of the accompanying poster. Subjects covered include maintenance cleanliness for machinery, insect control, control of litter, the safety of handling trucks and racks and work habits.

Chicago Metallic Appoints Dealer

CHICAGO—Frank Haile & Associates, 4231 Valley Ridge, Dallas, Texas, has been appointed Southwest representative for Chicago Metallic Mfg. Co., Chicago. The firm will handle Chicago Metallic's complete line of stock and custom baking pans, and aluminum foil containers in the states of Texas, Oklahoma, Arkansas, New Mexico and Louisiana. The announcement came from Jerome H. Debs, president of Chicago Metallic.

Frank Haile & Associates is a bakery equipment sales and engineering agency, specializing in designing and equipping automatic plants. The company is comprised of Frank Haile, Frank Haile, Jr., and Julian W. Murray, with a combined total of over 50 years serving the baking industry.

Michigan Soft Wheat Flour

Plain and Self-Rising

King Milling Company

LOWELL, MICHIGAN

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.
Millers of Soft Winter Wheat.

We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

Soft Winter Wheat Flours

Family - Commercial
Export

Long Distance Telephone 32
Cable address — "Jasco"

J. Allen Smith & Co., Inc.

KNOXVILLE 6, TENNESSEE

AIB Expands 1957 Sanitation Course

CHICAGO—The program for the 37th course in bakery sanitation is currently being arranged by officials of the American Institute of Baking. Aimed at greater coverage than in previous years, the 1957 version has been expanded into a six-day course to be held Nov. 4 through 9.

AIB's special course is designed to help plant sanitarians and others interested to obtain a better working knowledge of a sound bakery sanitation program. Experienced bakery

and food plant sanitarians supplement their own techniques with the newest developments in the field for greater efficiency.

Guest lecturers will include George Daughters of the U.S. Food and Drug Administration; Lowell Oranger, Illinois State Division, Foods, Dairies and Standards; and William Fitzwater, U.S. Fish and Wildlife Service.

Mr. Daughters and Mr. Oranger will present the federal and state viewpoints on sanitation. Mr. Fitzwater will discuss rodent control.

Also participating will be sanitarians from some of the country's largest baking companies. Members

from the scientific and educational departments of AIB, as well as sanitation department officials, will discuss such topics as ingredient storage, insect and rodent control, safety, materials and personal hygiene.

Sessions in the institute's modern plant and classrooms will run from 9 a.m. to 5 p.m. daily, with seminars scheduled for two evenings.

Complete information on the course, lecturers, and registration may be obtained from Louis A. King, Jr., director, department of bakery sanitation, American Institute of Baking, 400 East Ontario St., Chicago 11.



1

With BAKERS...

FLEISCHMANN is FIRST



Consult your Fleischmann man about the additional benefits you can get—in Merchandising aid and Production help



Silent partner



Time works for both of us.

Time for long runs for storage, not delivery—thanks to Atkinson's rows of bins that hold 50,000 cwt. of flour.

Time to adjust the milling operation most precisely. Time for aging. Time for *testing*.

Yes, time is on your side every step of the way when you buy from Atkinson—and every step leads to uniformity.

Don't take less than you can get from Atkinson.

Everybody talks uniformity... **ATKINSON** delivers it



ATKINSON FLOUR FOR BAKERS ONLY...MINNEAPOLIS

A versatile family to package your flour



Multiwall Paper Bags . . .

rough outer sheets, for non-skid stacking, easier handling; smooth inner sheets for efficient dumping.



Consumer-size Paper Bags . . .

beautifully printed, squared-up shelf packages that build *impulse buying*.



Bemilin® Dress-Print Cotton Bags . . .

5- to 100-lbs., in demand by consumers for household uses.



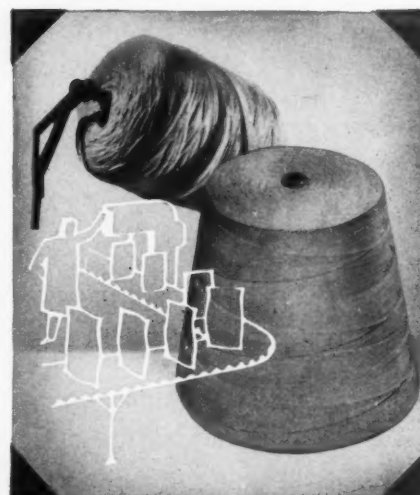
Angus® Burlap Bags . . .

sturdy, light in color, fine finish—for export shipment.



Osnaburg and Sheeting Cotton Bags . . .

popular, too, for export, because of their re-use value in other countries.



Bemis Special® Thread and Mainstay® Twine . . .

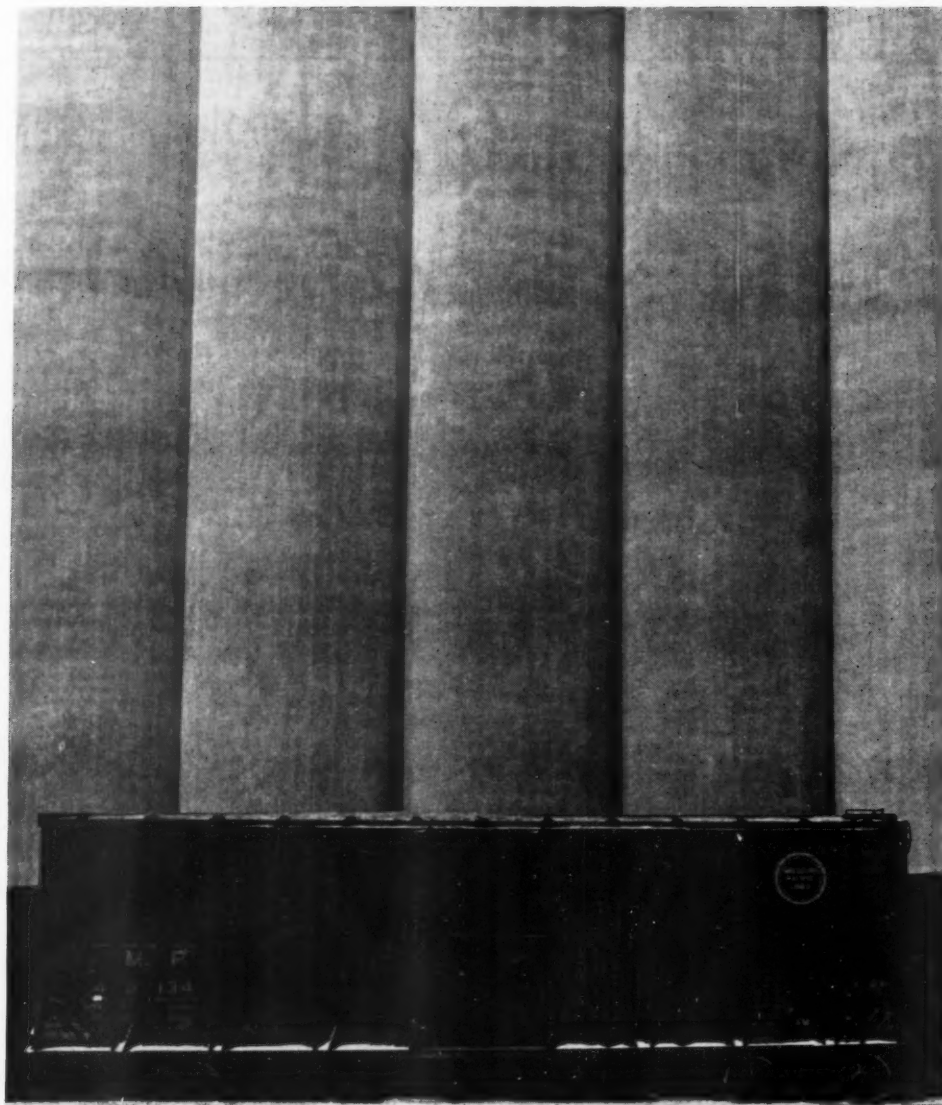
for bag-closing. Economical because of their quality.

And, backing up this versatile family,
are Bemis' unparalleled production,
service and sales facilities.



General Offices—St. Louis 2, Mo.
Sales Offices In Principal Cities





**THEY ARE BEING FILLED TO THE TOP
WITH EXCELLENT NEBRASKA WHEAT FOR YOU**

Hundreds of thousands—Yes, millions of bushels of the world's best milling and baking wheat, is now going into the Gooch Milling Company's great storage elevators.

Under Laboratory control our Pilot

Mill (this is the guinea pig of milling) will now go to work. The mechanical tolerance, mixing time, malt, bleach and all milling control requirements will be determined. The percentages for the Master Wheat Mix will then be computed for the end result—

GOOCH'S BEST
*Identical
Performance* **FLOURS**

"YOU WILL MAKE YOUR BEST BREAD FROM THE BEST FLOUR"

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwt.

Elevator Space 4,000,000 Bu.

PIKES PEAK BAKERY FLOURS

Peak Performance



Superior Service

The COLORADO MILLING & ELEVATOR CO.

General Offices: Denver, Colorado

SALTON PEAK AND THE ANIMAS RIVER
NEAR SILVERTON, COLORADO

F. B. EVERS, PRES.

R. L. PETTIGREW, SECY & MGR.

H. D. SPARKS, TREAS. & SALES MGR.

AMERICAN BREAD COMPANY

Wholesale Bakers of **HOLSUM** Bread and Cakes

702 MURFREESBORO ROAD • NASHVILLE 10, TENN.

May 17, 1957

Mr. E. F. Heberling
Divisional Sales Manager
Bay State Milling Company
Winona, Minnesota

Dear Gene:

I am sure that you would like to know of the excellent baking results we have been securing from your OVEN-PROOF Kansas flour.

Also, a laboratory report on a recent shipment of OVEN-PROOF has again given us another excellent rating on your flour. In every respect, your flour on this report was much better than the laboratory standard.

Additional comment from the laboratory was, "no real change from previous cars except for exceptionally good baking results."

We are pleased to pass this on to you and you can well be proud of the high quality flour that you are producing at your Leavenworth, Kansas mill.

Yours very truly,

AMERICAN BREAD COMPANY

F. B. Evers Sr

F. B. EVERS, SR.
President

FBE/ech

—EXCLUSIVELY FOR BAKERS—

Bay State MILLING COMPANY

GENERAL OFFICES: WINONA, MINNESOTA

LEAVENWORTH, KANSAS



**Good Bread is the product of
perfect fermentation**

ANHEUSER-BUSCH, INC.
Bakery Products Division, St. Louis

'ROUND-THE-CLOCK ALERTNESS ASSURES YEAR-ROUND QUALITY

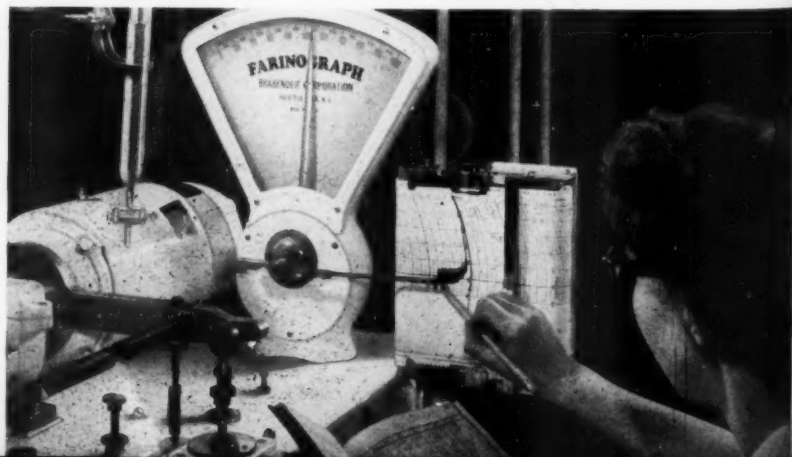
Even double checking is not enough for the
Pillsbury quality control department; these flour "detectives"
leave nothing to guesswork

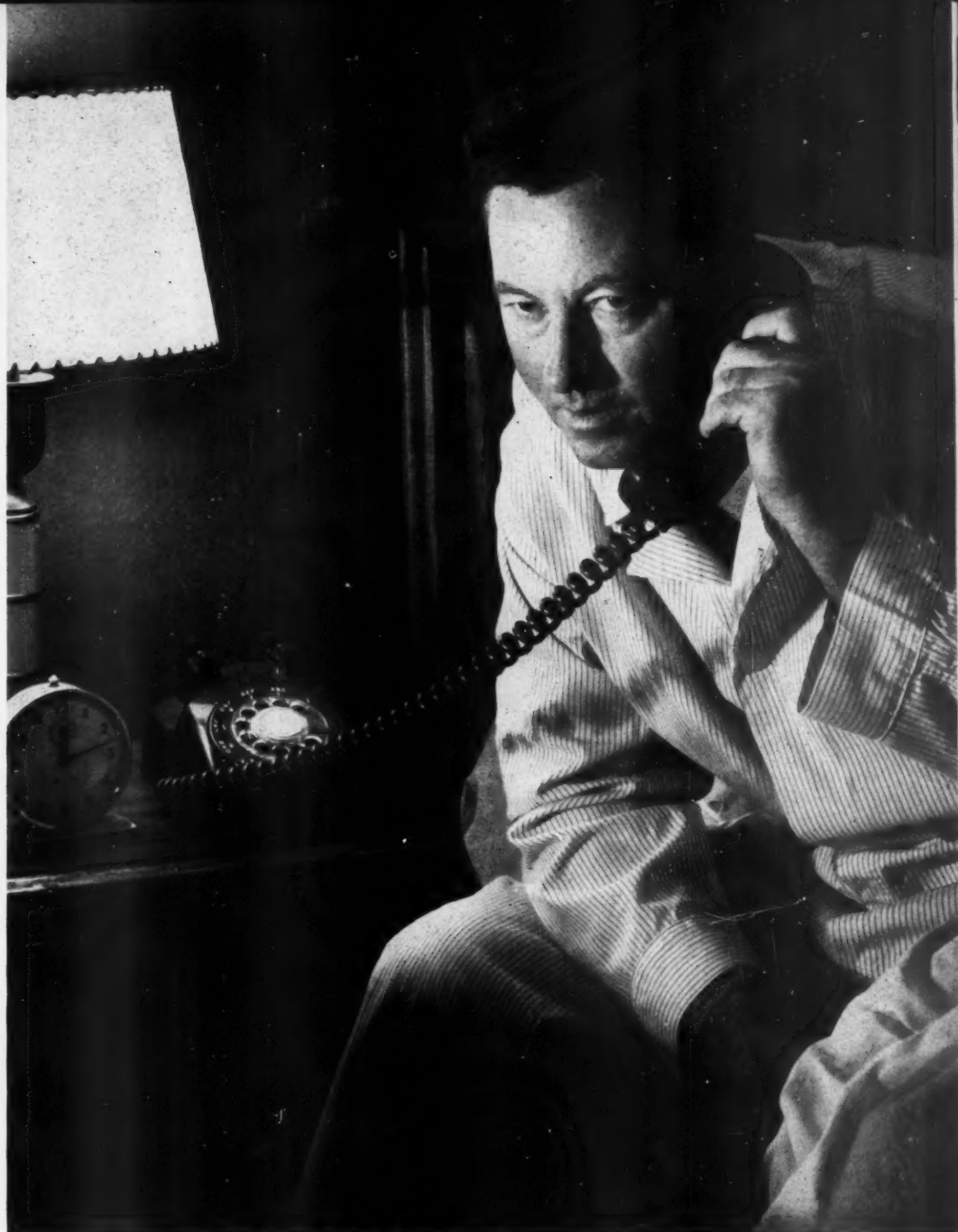


Raw materials must pass tough tests before being used in Pillsbury bakery flour and mixes. This is vital when the basic raw material—wheat—is subject to many variables. 15 kinds of wheat are grown in Kansas alone—each with different baking qualities. And each varying from crop to crop. (This year, Kansas wheat has the highest protein ever recorded.)

So bakers can count on uniform baked foods year after year, Pillsbury's quality control "detectives" maintain 24-hour vigilance over raw materials, wheat blends, milling steps and final use of all Pillsbury Products. Quality control at Pillsbury is a separate department with full authority to turn down raw materials or prohibit the shipment of any finished products that don't meet exacting standards. Pillsbury's reputation for quality is one of the company's greatest assets . . . and the chemists, engineers and technologists in quality control are the constant watchdogs over this long-standing reputation. These men also keep products in line with bakery production needs. Higher mixing speeds during the past 10 years have required flours with more tolerance and uniformity. Pillsbury quickly met and maintained these new specifications.

Test, test, test—that's the only sure way there is to maintain constant quality. Farinograph shown below compares mixing time and tolerance and water absorption of flour samples. The first tests are made before the harvest. Pillsbury technicians go right to the heart of the wheat belt, test specially-milled samples of the ripe, newly harvested grain . . . so they can advise grain buyers of current wheat characteristics. But the testing doesn't stop here. The wheat is tested when first binned, again after various bins are blended together. The flour is checked during milling and as a finished product prior to packing.





It's not unusual for a midnight call to rouse the Pillsbury plant quality control manager with a special problem about a particular run of flour. Constant quality, night or day, is the watchword.

Full size loaves are baked from samples at many points. Over 400 different tests are run each week at Pillsbury's Springfield plant alone. At new crop time a special transition program is followed so the baker's production won't be affected by abrupt changes in flour performance.

The job's not done, Pillsbury believes, until the finished baked foods are produced. That's why Pillsbury technical servicemen are constantly visiting bakeries across the U. S. These men observe new trends, can plan changes in flours to meet them. That's why Pillsbury can bring you the kind of quality that means better baked foods, year after year.



... your partner in building sales!

Pillsbury Mills, Inc., Minneapolis 2, Minnesota

Ring the Baker's Doorbell

The Wagner Baking Corp., Newark, N.J., has acquired the Jones Pie Co., Inc., Hillside, N.J. According to F. W. Birkenhauer, president of Wagner, the Newark company plans to integrate the Jones plant into the Wagner plants in Newark and Brooklyn. But for the present the Jones plant will continue to operate. Jones

Pies was founded 30 years ago and bought in 1936 by Ivan Levenson, who is retiring from the pie business.

Zakas Bakery, Atlanta, Ga., has been sold to Julian Hexter and Joseph D. Brown, Jr. The name has been changed to The Restaurant Baking Co. Mr. Hexter is president and Mr.

Brown is vice president. It was formerly owned by Angel Marinos, Eli Kavouras, Michael Scrondras, and Mrs. E. Foto.

Frank Gerskey has purchased Scotty's Pastry Shop, Fairlawn, N.J., which was recently destroyed by fire.

The bakery is being remodeled and modernized. It was formerly owned by A. Scott.

John and Freda Lagodny, who have operated a bakery in Derby, Colo., for the past three years, have opened a new plant at 6441 E. 72nd Place, Derby.

A business name has been filed in the Erie County, N.Y., clerk's office for the Parisian Bakery, 80 Best St., Buffalo, by Fernand A. Bergeron.

The new Bread Basket Bakery, Rhinelander, Wis., is now operated by Robert and Anita Schupbach.

Gai's Seattle French Bakery, 2006 Weller St., Seattle, will double the size of its plant for increased production. Plans call for remodeling the interior of the present structure and installing new gas ovens.

Peter Huxford has been named superintendent at Hansen Baking Co., Seattle, to succeed Ward Newby, who is retiring. Gens and Carl Hansen are the operators of the bakery.

Maier's Bakery, Inc., Reading, Pa., has announced the promotion recently of three officers of the company. Carl L. Maier is the new vice president and assistant general manager; Paul S. Maier is general production manager, and Howard W. Leiphart is wholesale sales manager.

Robert M. Ecton has been named superintendent of the Kroger Co. bakery at Grand Rapids, Mich. He has been with the company 11 years.

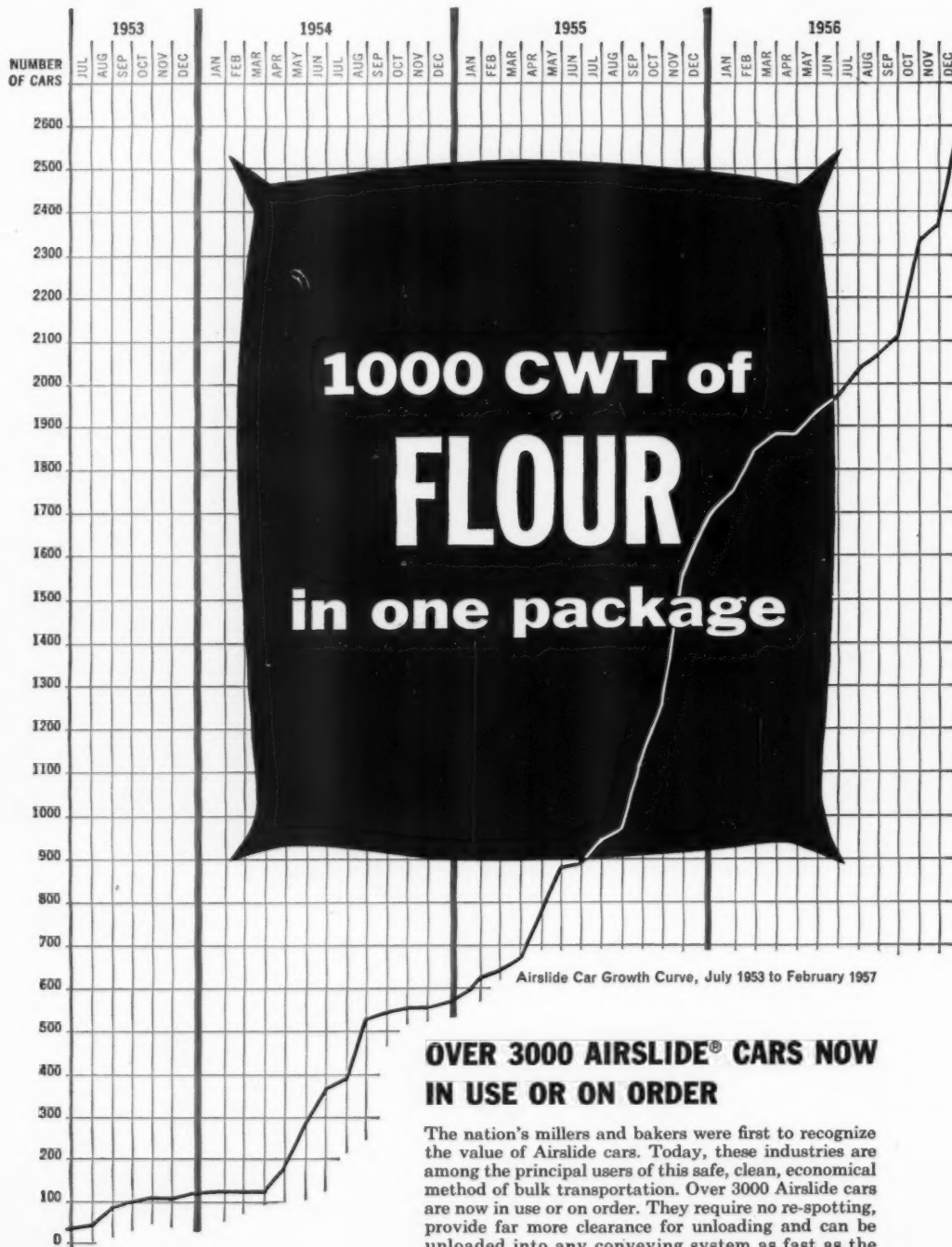
Royal Baking Co., Inc., San Jose, Cal., is building a new \$90,000 plant. Plans call for a 12,000 sq. ft., tilt-up concrete bakery building to be completed about Sept. 1. A retail outlet will be included in the new building.

Kitchen Kraft Bakery, 123 Oak St., Crestline Heights, Ala., has been opened. F. V. McLain is the owner.

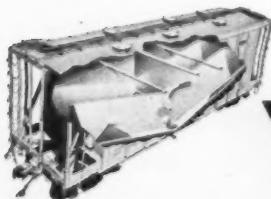
Paul Feder, who with Frank Lang, operates the Brownee Bakeries, Fargo, N.D., has bought the property at 310 NP Ave. He plans to open a new retail store and company headquarters on the site. New fixtures, equipment and the property cost \$50,000.

Tolly's Pastries, Inc., Decatur, Ill., opened recently for business. William E. Goodman is manager.

George Krubert has left the Weson Oil & Snowdrift Sales Co. sales-service staff in Chicago to reenter the



The nation's millers and bakers were first to recognize the value of Airlide cars. Today, these industries are among the principal users of this safe, clean, economical method of bulk transportation. Over 3000 Airlide cars are now in use or on order. They require no re-spotting, provide far more clearance for unloading and can be unloaded into any conveying system as fast as the system permits. If such requirements are important to you, write today for full information about General American's new Airlide car.



CLEAN INTERIOR DESIGN. All-welded construction provides maximum sanitation and minimum product retention. All hatches and outlets provide a hermetic seal, assuring complete in-transit protection.

It Pays To Plan With General American

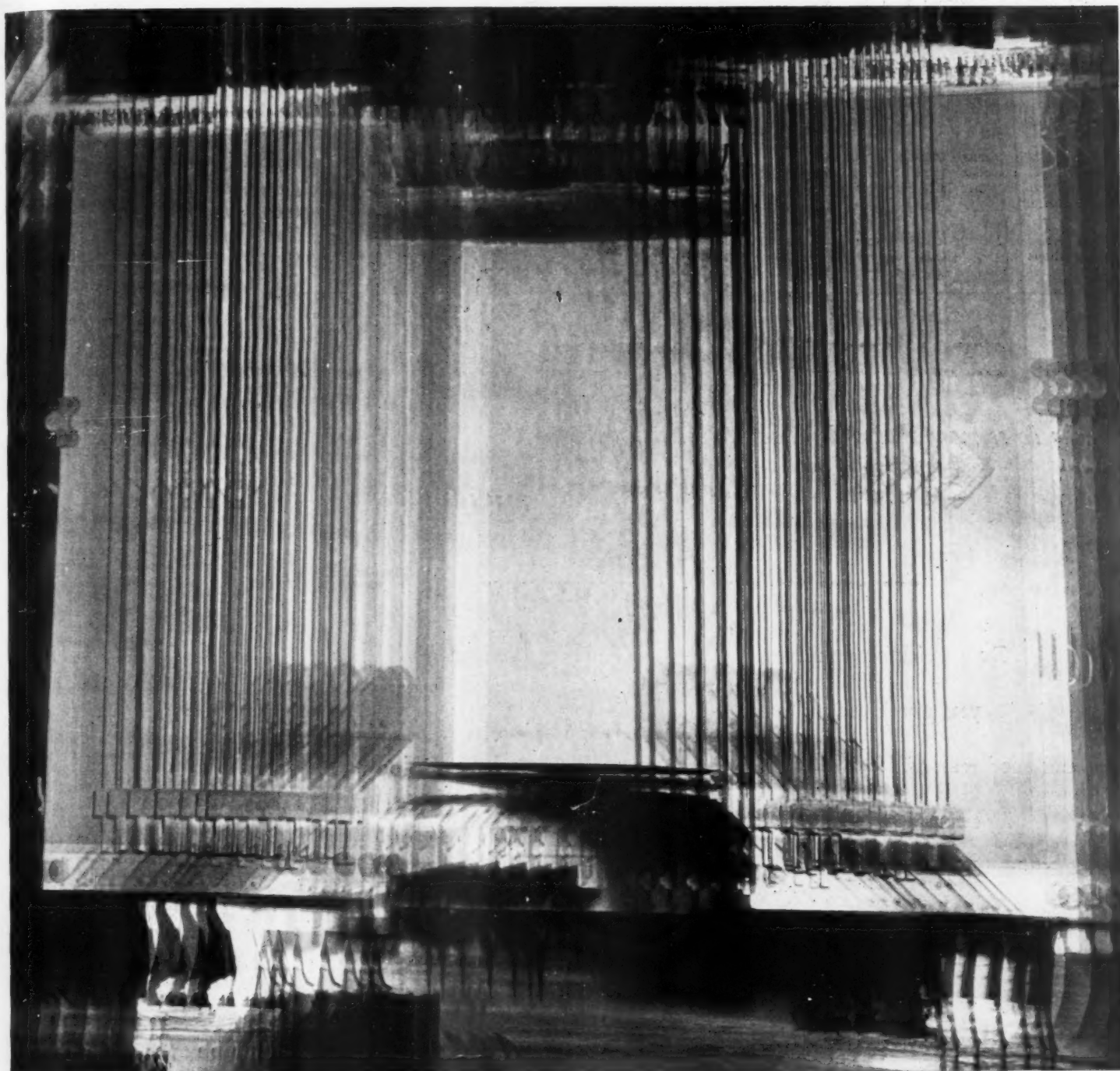
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STAR OF THE WEST
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MILLING COMPANY
NIGHTINGALE and STAR Patent Flour
Phone 2131 Frankenmuth, Mich.

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Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

KNAPPEN MILLING COMPANY
Producers of
BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS
AUGUSTA, MICH. PHONE 328



A STUDY IN MOTION

FLOUR SIFTER IN ACTION

*Your Bakery
Deserves the Best*

Sifted through finest silks hundreds of times to make
your flour dazzling white — light and fluffy as a summer
cloud. Milling perfection in action!



The Kansas Milling Company
WICHITA, KANSAS

bakery business. Together with M. Kuttner and V. Kubicka of the Rytina Baking Co., Mr. Krubert is interested in a new corporation known as the Georgaline Bakery Shop, Inc. The address of the new corporation is 4629 S. Hermitage Ave., Chicago.

A new Dixie Cream Donut Shoppe, Donuts, Inc., has been opened in Columbus, Ohio, by Sam I. LeVine and Sam Feinstein.

The Kaase Co., which operates pastry shops in the Akron, Canton and Ravenna, Ohio, areas, has been

sold by Thomas A. Sweet to George Aberth, a bakery executive, and to employees of the company. P. E. Ritzman, manager of a Kaase bakery in Akron, will be vice president of the company. Mr. Aberth is president.

The Southern Baking Co., Greenville, N.C., has announced the opening of a distributing plant in Edenton, N.C., to service stores in Edenton, Elizabeth City, Plymouth, Hertford, Colerain, Gatesville, Windsor and other communities.

Clarence Friese and Arnold Stumvoll, formerly proprietors of a bakery at Garrison, N.D., have opened a bak-

ery in the former Farmers-Stockgrowers Bank building at Glasgow, Mont.

The Federal Bake Shop, 14 N. Fourth St., Grand Forks, N.D., has been reopened under new management, and is now being operated as the Golden Hour Bakery.

The city of Denver has purchased a strip of land and part of a two-story building from the Campbell-Sell Baking Co. for expansion of the public street system. The reported price was \$49,000 for the land and \$113,000 for damages inherent in the transfer, particularly the necessity for the

bakery to alter its assembly line and to move some of its equipment into a new building. The transaction involves purchase by the bakery from the city of a small tract of land adjacent to the bakery building.

Mr. and Mrs. Merle Johnson have turned over the operation of the Menahga (Minn.) Bakery to Bill and Jean Suckow, former Menahga residents now returned.

The Hi-Quality Bakery, Cannon Falls, Minn., has been purchased from its former owner, Clifford Garrett, by Glen Molstrom.

Considerable remodeling, particularly of the front, has been done at the Ideal Bakery, New York Mills, Minn.

Mr. and Mrs. Arnold Oschmann have purchased Helen's Home Bakery, Le Sueur, Minn. The Oschmann family is from Eveleth, Minn., where Mr. Oschmann was employed by Range Maid Bakery. Prior to Eveleth they owned a bakery at Henning, Minn.

Cox Bakeries, Grand Forks, N.D., has purchased the Jo Ann Bakery, 122 N. Phillips Ave., and named H. L. Reit, Grand Forks, as manager.

Mr. and Mrs. Joseph F. Vallone, Trinidad, Colo., have purchased the Sugar and Spice Bakery, 128 N. Tejon, from Lester England. The new owners plan to change the name of the bakery to Vallone's Pastry Shop. The Vallone family also operates the Cesario Bakery in Trinidad.

The Tasty Baking Co., Philadelphia, has completed a 4,000-sq. ft. addition to its fleet repair garage at a cost of \$100,000. The garage is the third major plant expansion completed since 1945, according to Paul R. Kaiser, president.

Articles of incorporation have been filed at Phoenix, Ariz., for the Mayflower Baking Corporation of Arizona, naming R. P. Kranelly as president. Mr. Kranelly is formerly of Alameda, Cal. He has purchased the Mayflower bakery outlet at 1329 N. Central, and is negotiating for a 5,000 sq. ft. bakery plant in Phoenix.

Evans Milling Co., Inc.
INDIANAPOLIS, IND. U. S. A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels



**The Choice of the
Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:

**BETTER HIGH PROTEIN
SPRING WHEAT FLOURS**

**DULUTH UNIVERSAL
MILLING CO.**
Duluth, Minn.

IF A BAG IS "JUST A BAG"

why do so many thousands of buyers insist upon

CHASE

Do a quick buyer survey



among the men who last

year purchased millions of Chase bags



and you'll hear

several good reasons. For instance, the integrity of an industry



pioneer that stands behind each order, be it experimental run or

multiple-carload. Sound printing techniques that mean accuracy,



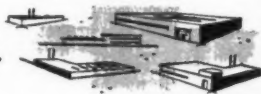
uniformity, brand appeal . . . as in this

Multiwall Paper Bag, for example.

Unbiased advice in recommending the best

bag for you because "Chase Makes 'Em All",

in 14 centrally located plants.



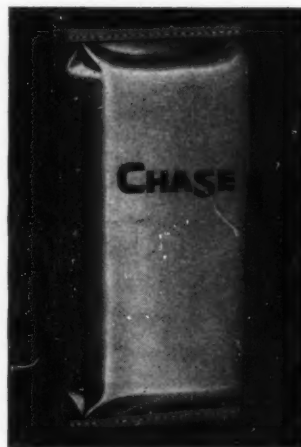
Which Chase advantage is most important to you?

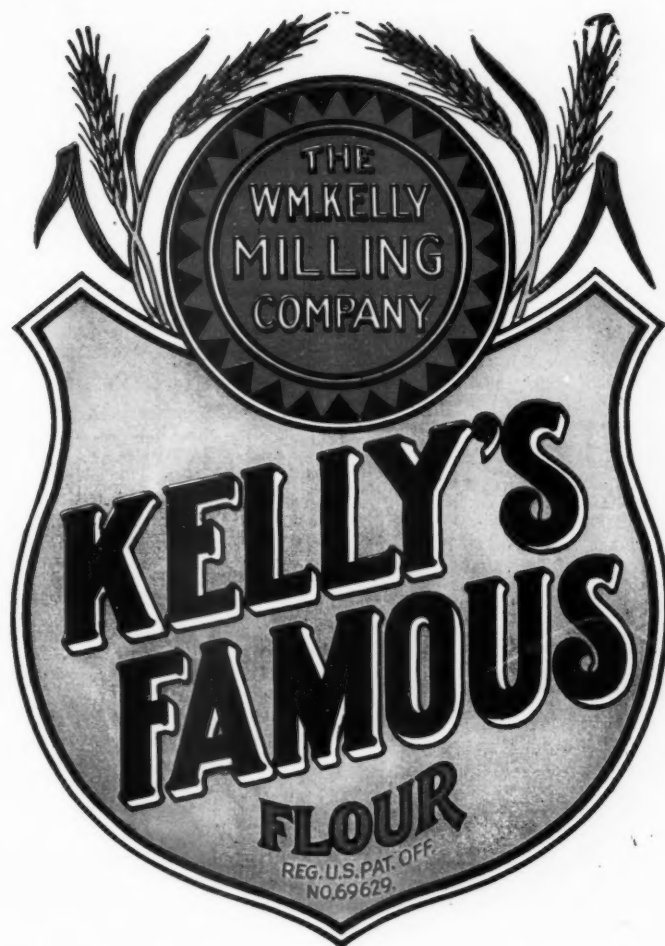
Paper, Open-Mesh or Mesh Window, Burlap, Cotton or Polyethylene . . . Whatever your need in bags, One Call and You Can Order Any or All . . . at Chase!

CHASE BAG COMPANY

General Sales Office: 309 W. Jackson Blvd., Chicago 6, Illinois
110 Years of better bag making

32 Coast-to-Coast Bag Plants and Sales Offices—A Nationwide Staff of Bag Specialists





Each KELLY'S FAMOUS shipment is backed by the judgment and skill of specialists . . . wheat buyers, millers, chemists, salesmen . . . all expert in their fields, working together to produce a superb flour. That's why KELLY'S FAMOUS never disappoints a buyer.

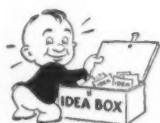
Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.

Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4028—Trade Show Exhibits

In line with a 6-year program of bringing its products to the attention of potential customers, Foster Refrigerator Corp., Hudson, N.Y., will exhibit in over 50 trade shows during 1957. These shows will have a total attendance of over 750,000 people who are prospects for refrigerators and freezers for use in schools, restaurants, hotels, hospitals, bakeries and institutions. Foster finds that trade shows afford the best opportunities to combine a salesman's talk with an actual demonstration of its product. For details clip No. 4028 on this page and mail it.

No. 4029—Vertical Plane Freezing

Cyclomatic Freezing Systems, Inc., announces the "vertical plate freezer," incorporating a new approach to automatic low temperature heat transfer. Following more than seven years of research, development and field testing, this new contact freezer has its transfer surfaces mounted in

the vertical plane. The vertical plate freezer operates without the need for an insulated housing. It is completely automatic, clock timed, and requires less than 100 sq. ft. of noninsulated floor space. Capacities range from 400 to 800 sq. ft. of transfer surface and can be subject to adjustment for varying package sizes in three dimensions with limitation in the small dimension 1" and 4".

Package flow through the plates is intermittent, with the intervals timed to equal fractions of the freezing cycle. The static time (during the interval) is absorbed by movement of packages to and from the machine which provides the packer with continuous operation. Package flow is vertical, top to bottom, and gravity provides the motion. The vertical pressure is utilized to force the cartons through the transfer surfaces and the rigid cartons are, at all times, in support of the nonrigid. Feed and discharge into and out of the plates is simultaneous and requires three seconds correlated with a one quarter inch plate opening. Fifteen package tiers and a 60-min. freezing cycle would necessitate 15 plate openings

an hour at four intervals. This would result in the plates being open for a total of 45 seconds an hour. The method and principles employed in this rapid movement of packages into and out of the transfer channels permits the apparatus to function normally under any reasonable atmospheric condition of temperature and relative humidity, and without serious decrease in its thermal efficiency. The finished product has its opposite sides parallel, is planeform and frost free, and is therefore attractive and has excellent eye-appeal. It is available in capacities of 300, 450-600 gallons an hour, producing fully automatic hardening from filler to bundle or storage rooms. Additional information on the Vertical Plate Freezer can be obtained by filling in coupon No. 4029 here and mailing it.

No. 4032—New Packaging Table

A new type of "Electro-Sealer" packaging table for pre-packaging of foods has been announced by J. B. Dove & Sons, Inc., manufacturer of heat sealing equipment. The new model PT-34 features an eye-level tray shelf on which the operator can place any of the five special-size trays needed for speed and efficiency. The five trays hold pre-cut cellophane



sheets from 12 in. sq. up through 14, 16, 18 and 20 in. square. When not in use the tray becomes a storage drawer in its own protected compartment, conveniently located under the table. Built into the table top is a convex sealing plate with an insulated 500-watt heating element. The recessed front control panel includes a thermostat control which automatically maintains the correct sealing temperature at any setting between 150° and 550° F. A duplex outlet is included for hand iron labeling, with individual "on-off" switches and indicator lights for the hand iron and electro-sealer plate. A utility shelf for a paper cutter will accommodate a standard 15-in. or 18-in. dispenser. The table top measures 33 x 26 in. and is 36 in. high. The unit comes ready for plugging in to any 110-120 volt AC circuit.

No. 4034—Cake Separator Sets

The Leon D. Bush Co., manufacturer of cake ornaments and plastic cake tier separator sets is now delivering a new line of separator sets. Bush's new separators are made from pure white styrene and meet all Pure Food and Drug Administration regulations.



Separators are available in individually packaged sets, complete with necessary plates, artistically engraved columns and spacer studs. A choice of 3-in. or 5-in. high layer separators (columns) may be specified. If more information is desired clip coupon No. 4034 and mail to this publication.

No. 4033—Scale Brochure

The Exact Weight Scale Co. offers a new eight-page brochure on the "Shadograph" scales designed for use in the baking industry. It contains numerous illustrations, detailed specifications, and features of 34 different models, ranging in capacities from 2,000 mg. up to 100 lb. For more information clip coupon No. 4033 and mail it to this publication.

No. 4030—Food Research Listed

A survey of food and research projects active between July 1, 1952, and June 30, 1953, has been prepared by the Food and Nutrition Board of the National Research Council. It is titled "Survey of Food and Nutrition Research in the United States of America. It lists personnel associated with and the organizations supporting or conducting the research. An innovation is a section devoted to new and unsolved problems of long standing submitted by contributors who felt that these were of particular urgency in the food and nutrition fields. Research conducted outside the territorial U.S. has been included if the work was supported by funds supplied by organizations within the U.S. Approximately half of the text is devoted to a listing of research projects covering such subjects as nutritional requirements, digestion and metabolism, nutrition and disease, nutritional status, analytical methods and bioassays, enzyme chemistry, food composition and nutritive value, factors influencing nutritive value, food technology, processing and storage, microbiology, food acceptance, and nutrition education. The last half of the book includes titles for suggested research, a personnel index, an organization index, a subject index to research projects, and an analysis of project distribution in food and nutrition research. Published by the U.S. Department of Agriculture in 1954, this survey should provide information whereby research

Send me information on the items marked:

- ☐ No. 4028—Trade Show Exhibits ☐ No. 4032—New Packaging Table
☐ No. 4029—Vertical Plane Freezing ☐ No. 4033—Scale Brochure
☐ No. 4030—Food Research Listed ☐ No. 4034—Cake Separator Sets
☐ No. 4031—New Tape Announced ☐ No. 4035—Special End Labels

Others (list numbers)

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COMPANY

ADDRESS

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Minneapolis 1, Minn.

workers and administrators in the food and nutrition fields may communicate on problems of mutual interest. Limited supplies are available from the Superintendent of Documents at \$1.75 a copy. To order enclose the proper remittance, and return to Superintendent of Documents, Government Printing Office, Washington 25, D.C.

No. 4031—New Tape Announced

A new easy-to-use form of "Teflon" has been added to the line of Teflon products supplied by the Chicago Gasket Company. It is a pressure sensitive "self-stick" Teflon adhesive tape that can be readily attached to any metal, glass, plastic or other surface. The special silicone adhesive used provides a firm bond with high peel strength at temperatures up to 500° F. The tape is available in widths up to 2", in 36-yd. rolls of

.006" thickness and 18-yd. rolls of .013" thickness. Both types can also be supplied in 12" sheets. It can be used for anti-friction surfacing, heat sealing, electrical insulation, chemical and protection in the food, baking, packaging, confectionery, chemical and drug industries. Additional information can be obtained by clipping No. 4031 and mailing it.

No. 4035—Special End Labels

The bakery packaging division of Pollock Paper Corp. has produced three new end labels for bakers, each label designed to permit maximum merchandising of the bread package at point of purchase. Each label is unique and carries its own special impact.

One label reads, "Enriched Means Extra Vitamins . . . Not Extra Calories. A second label, "Brotherhood for Peace and Freedom," has been developed in cooperation with the National Council of Christians and Jews. This label ties in with the NCCJ's world brotherhood activities which

ors for other years are readily adaptable. Personalized with brand name, these labels coordinate all advertising efforts on the package. Clip and mail coupon No. 4035 for more information.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3958—Flavor periodical, Magnus, Mabee and Reynard, Inc.

No. 3959—Dispensing pump for 15-65 gal. drums, Multi-Meter Corp.

No. 3960—Plant cleaning device, Oakite Products, Inc.

No. 3961—Steel belt conveyors, Sandvik Steel, Inc.

No. 3962—Bulk car brush, Fuller Brush Co.

No. 3964—Border - printed display

doily, Harvey Paper Products Co.

No. 3965—Rack - type automatic proof box, Read Standard Corp.

No. 3966—Bakery sanitation booklet, Oakite Products, Inc.

No. 3967—Two film - grade polyethylene resins, Bakelite Co., division of Union Carbide & Carbon Corp.

No. 3968—Technical manual on bread wrapping, Waxed Paper Merchandising Council.

No. 3970—Finger tip bowl control, Triumph Manufacturing Co.

No. 3971—Bag opening and loading

CODING AND MARKING

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem.

KIWI CODERS CORPORATION
3804 N. Clark St. Chicago 13, Illinois

To bake the best . . .
buy the best!

Quality Bakery Products

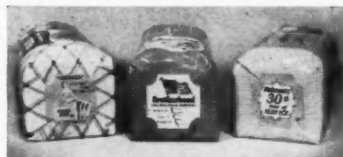
NATIONAL YEAST CORPORATION

Chanin Building, New York, N.Y.

For Quality, Economy and Reliability, Use BROWN'S HUNGARIAN

America's Premier Cake Flour

BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City



promote the American way of life through understanding and tolerance. This label presents an ideal method for bakers to build civic good-will by associating their brand name with a worldwide cause supported by major faiths. The third label is designed for an anniversary promotion. A unique printing technique imparts a silver or gold appearance to the label as desired, depending on whether it is the 25th or 50th anniversary. Other col-

**SAPPHIRE
JUDITH
GOLD CROSS
DAKOTANA
CANADIA**

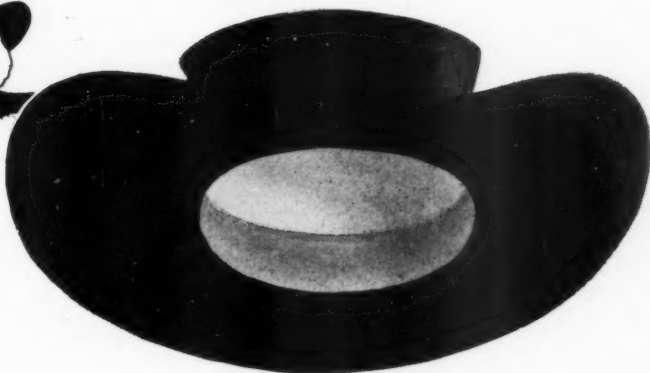
* bagged or bulk

Flour

for bread
of distinctive
flavor and texture

MONTANA FLOUR MILLS COMPANY

GENERAL OFFICES: GREAT FALLS, MONTANA



KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the *versatility* to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

The Quaker Oats Company
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



machine, Errich International Corp.
No. 3972—Food plant insecticide, Huge Co., Inc.

No. 3973—Shortening product, Anderson, Clayton & Co.

No. 3974—Diet booklet, Sugar Information, Inc.

No. 3975—Bread slicing handbook, Gopher Grinders, Inc.

No. 3976—Bag closure labels, Kwik Lok Corp.

No. 3977—Liquid sugars, Refined Syrups & Sugars, Inc.

No. 3978—Six design suggestions for Easter cake decorations, Westco Products.

No. 3979—Dried torula yeast, Red Star Yeast & Products Co.

No. 3980—Flour dump-sifter for bagged flour, Read Standard Division, Capitol Products Corp.

No. 3981—Electric street truck, Cleveland Vehicle Co.

No. 3982—Roll moulder panner, Read Standard Division, Capitol Products Corp.

No. 3983—Refrigeration, Foster Refrigerator Corp.

No. 3984—Production freezers, Refrigeration Corporation of America.

No. 3986—Bread wrapper, Nashua Corp.

No. 3985—Aluminum foil wrap, Shellmar-Betner Flexible Packaging Division, Continental Can Co.

No. 3987—Food grade antioxidant, Eastman Chemical Products, Inc.

No. 3988—Circular on pH meter, Photovolt Corp.

No. 4001—Booklet on "Sweetose" in corn syrup in bread, rolls and buns, A. E. Staley Manufacturing Co.

No. 4002—Vibrators for industrial applications, Martin Engineering Co.

No. 4003—Fungicidal paint, Charles Bowman & Co.

No. 4005—Doughnut fryer, J. C. Pitman & Sons, Inc.

No. 4004—Cleaner attachment for band slicing machines, Gopher Grinders, Inc.

No. 4006—Cheese cake formula book, Edward M. Voorhees.

No. 4007—All-metal coolers, Nor-Lake, Inc.

No. 4008—Brochure on freezers, Foster Refrigerator Co.

No. 4009—Bulk transport bulletin, Fuller Co.

No. 4010—Butter formulas, H. C. Brill Co., Inc.

No. 4011—Job evaluation booklet, Business Research Corp.

No. 4012—Booklet on yeast, Quartermaster Food & Container Institute.

No. 4013—Sugar trailer, Fuller Co.

No. 4014—Hydraulic Drum Lift, Sterling, Fleischmann Co.

No. 4015—Sampling Method, Atkinson Bulk Transport Co.

No. 4016—Bulk Food Handling, Victory Metal Manufacturing Co.

No. 4017—Pie Plate Manual, Ekco Engineering Co.

No. 4018—Food Antioxidant, Koppers Co., Inc.

No. 4019—Soy flour booklet, Archer-Daniels-Midland Co.

No. 4020—Under counter bin, Aluminum Cooking Utensil Co., Inc.

No. 4021—Bread cooler booklet, Read Standard Division of Capitol Products Corp.

No. 4022—Coding and imprinting attachment for wrapping and bundling machines, Adolph Gottscho, Inc.

No. 4023—Bulk shortening, John Morrell & Co.

No. 4024—New cookie making machine, Middleby-Marshall.

No. 4025—Oil hone for knives and cleavers, Wulff Manufacturing Co.

No. 4026—Fork-lift trucks, Clark Equipment Co.

No. 4027—Bakery pan washer, Industrial Systems Co.

No. 4056—Bulk flour weigher, Toledo Scale Co.

No. 5508—Embezzlement controls, Fidelity & Deposit Co.

No. 5527—Vacuum cleaner, Burrows Equipment Co.

No. 6505—Emergency light unit, General Scientific Equipment Co.

No. 5519—Insecticide for use around foodstuffs, J. I. Holcomb Manufacturing Co., Inc.

—BREAD IS THE STAFF OF LIFE—

SUNSHINE ACQUISITION

NEW YORK—Sunshine Biscuits, Inc., has acquired the business and assets of Velvet Peanut Products, Inc., a Detroit, Mich., manufacturer and distributor of peanut butter, potato chips, and related snack products. Hanford Main, Sunshine president, has announced.

Super Chief

High Protein Flour

GREEN'S MILLING CO.

Morris, Minn.

Wisconsin Rye Flour

We Specialize in Dark Varieties

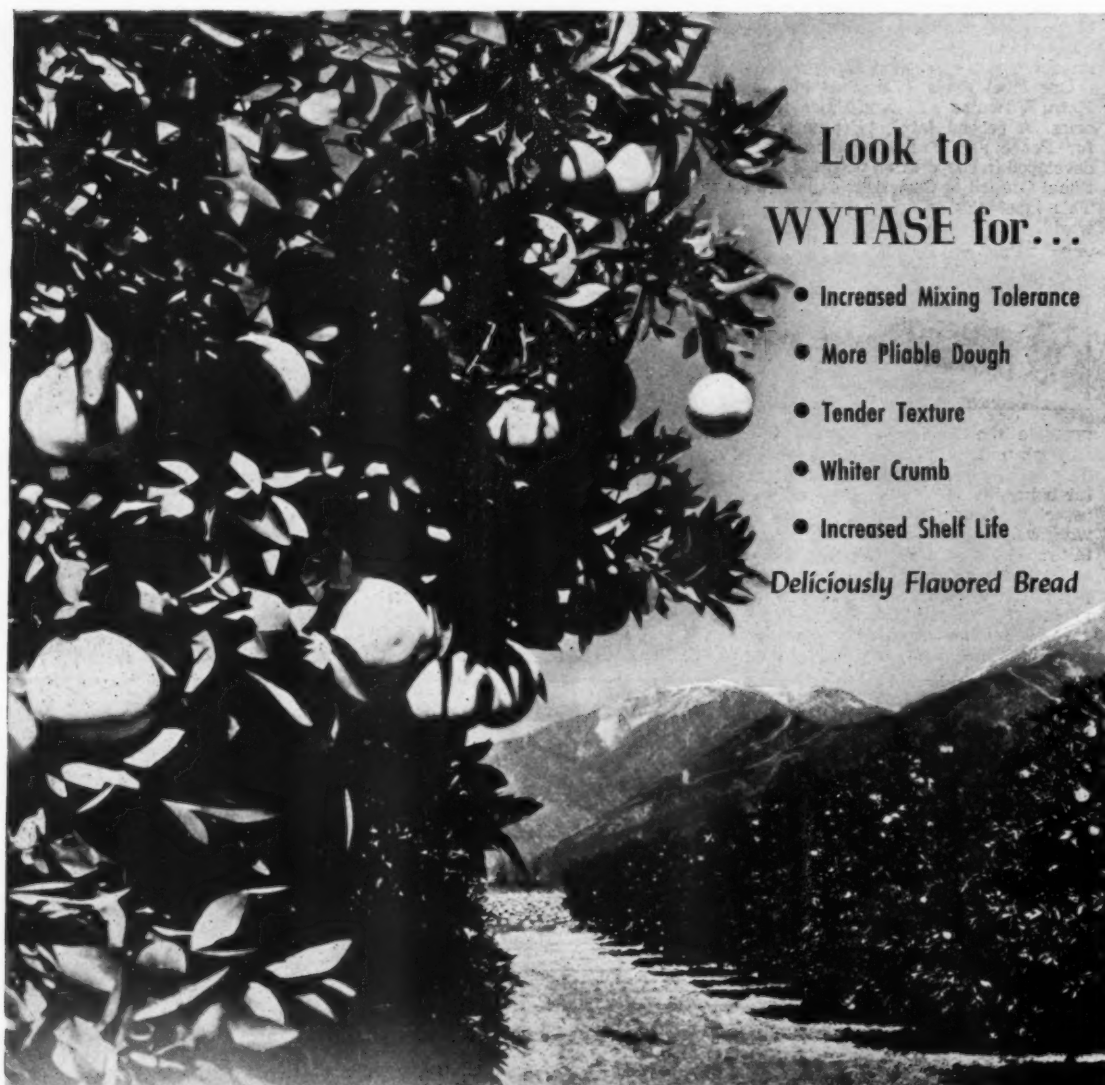
FRANK JAEGER MILLING CO.

DANVILLE P. O. Astice WISCONSIN

for ALL your flour...

SPRING... HARD WINTER... SOFT WHEAT

THE BEARDSTOWN MILLS COMPANY
 BEARDSTOWN, ILLINOIS




Look to
WYTASE for...

- Increased Mixing Tolerance
- More Pliable Dough
- Tender Texture
- Whiter Crumb
- Increased Shelf Life

Deliciously Flavored Bread

Beautiful **WHITE BREAD**
 made with **Wytase**
REG. U.S. PAT. OFF. **DOUGH WHITENER**

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening and conditioning the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois



SPEED AND A SNACK—Owner Jack Schafer (right), Detroit baking executive, was easily able to supply the hot dog and hamburger rolls when racing star Betty Skelton visited aboard the hydroplane "Such Crust III" during trial heats on the Detroit river. Driver Fred Alter, (left), provided the thrills. Betty, who has driven just about every other sort of fast motor, had a unique thrill when she took her first ride in one of the big unlimited hydroplanes. Her flashing trip over the Detroit Gold Cup course was in Such Crust III, Jack Schafer's big three pointer in the unlimited hydroplane class which qualified for its first race at a record breaking 111.34 m.p.h. The boat went on to win the Detroit Memorial Regatta from a starting group of 10 boats, in spite of a seriously damaged bottom.

Functional Factors in Icings Used For Wrapped Baked Sweetgoods

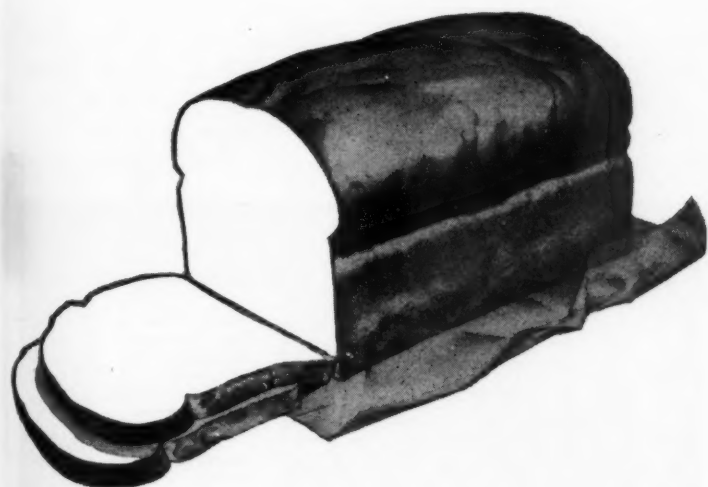
By NAT H. NASH

EDITOR'S NOTE—Mr. Nash is with the American Bredco Corp. of New York. His speech, from which the accompanying excerpts were taken, was presented at the 42nd annual meet-

ing of the American Association of Cereal Chemists at San Francisco earlier this year.

Impulse and selective buying of baked goods by the American house-

Masterpiece of baking
uniformity because flour uniformity is
pre-tested by Flour Mills of America!



flour mills of America, Inc.

KANSAS CITY • ST. LOUIS • ALVA • ROSEDALE

6th Edition

CEREAL LABORATORY METHODS

**COMPLETELY REVISED
AND REORGANIZED**

Any discussion of this world renowned book has to be directed to two separate groups—those unfamiliar with earlier editions and those who regularly use this volume in their laboratory as a standard methods source.

To the former group it should be pointed out that CEREAL LABORATORY METHODS has been published since 1922. It represents the work of cereal chemists employed in industrial, academic, and government laboratories throughout the world. It contains the accepted analytical methods used by these chemists for determinations on cereal or cereal by-products.

The 6th edition is 40% larger than the 1947 volume and over 50% of it is new and/or revised material. The most significant change is in style of presentation. The new 6th edition is divided into 100 categories consisting of "determinations"—determination of acids, of amylase activity, calcium, moisture, fat, etc. Each of these categories is further divided into specific tests.

Among the new methods included in the 6th edition are methods for testing prepared mix ingredients, physical properties of doughs, bread staling, etc.

The 6th edition has been designed for easy use by both the chemist and technician. Details are provided for preparation and standardization of all solutions. Apparatus are clearly described. Two separate indices are designed to provide quick access to any method in the book.

No mill or bakery control laboratory should be without this valuable reference. It's essential for the small laboratory and an indispensable adjunct for the large laboratory.

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**SEND YOUR ORDER TO
AMERICAN ASSOCIATION OF CEREAL CHEMISTS
UNIVERSITY FARM, ST. PAUL 1, MINNESOTA**

Centennial MILLS, INC.
 GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.
 DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
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 BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000 Bushels Country and Terminal Storage

NEW SPOKANE MILL... ONE OF THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

SPRING WHEAT FLOURS

RED WING SPECIAL BIXOTA

CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
 Flour Tested and Baked in Our Own Laboratory.

KING HUBBARD

Known far and wide
 for its uniform
 high-protein content



SINCE 1879
HUBBARD MILLING COMPANY
 MANKATO, MINNESOTA



TO EXPAND RESEARCH—Renewal of a contract for baking research to be done at the department of baking science and management, Florida State University, Tallahassee, for the U.S. Army Quartermaster Corps, will necessitate additional manpower and laboratory facilities. The project deals with the development of baked and dehydrated yeast leavened foods for the armed forces. Charles S. McWilliams (left), Food and Container Institute, QMC, Chicago, discusses details with Dr. E. G. Bayfield, in charge of research in the department of baking science at Florida State.

wife in her regular tours of today's supermarkets are being catered to by modern advertising, merchandising, and packaging. Icings on baked sweetgoods received particular attention. The housewife sees the icing or the covering long before she or her family has an opportunity to taste or eat the product. Therefore, the icing sells the product.

Even the best formula, the best grade of raw materials, the best baking technique, are hidden from the housewife until the package is opened at home. The product must persevere through an extensive handling procedure of baking, icing, packaging, shipping, and storage and must still look attractive when purchased. The icing must not melt, crack, peel, discolor, dry out, or stick to the wrapper. That is why a bakery production procedure has been adapted, after many years of study, for laboratory-scale studies of icings for sweetgoods and cakes, and how the variable factors in preparing a high-quality icing are studied and controlled—ingredients in proper proportion, temperature, time, uniformity, and method of preparation.

To bring the latest ideas and techniques before the cereal chemists, Mr. Nash evaluated cold and hot icing methods, sugar-moisture relation-

ships, hydrocolloids, starches, protein and protein derivatives, and "hard fats." He discussed the effects of several icing additives on sugar moisture relationships, specific weight, viscosity, yield, and coverage of icings. He used photographs to emphasize differences in color, melting, and sticking to wrapper.

"SLOGAN SPECIAL"

The Quality Baker's Flour

Oklahoma Flour Mills Co.

EL RENO, OKLAHOMA

RUNCIMAN MILLING CO.

SUCCESSORS TO JONATHAN HALE & SONS, Inc.

MANUFACTURERS OF FINEST

MICHIGAN SOFT WHEAT FLOURS

Plain and Self-Rising

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Since 1856

You can make better bread with
SUNNY KANSAS Flour

The WICHITA

Flour Mills Co.

WICHITA, KANSAS

HIGH UTILITY PATENT

Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

The
WALL-ROGALSKY MILLING CO.
 McPHERSON, KANSAS



The Bakeshop Trouble Shooter

Many years' experience as a practicing baker, production expert and as a talented researcher into the craft and business of baking enables the author of The Bakeshop Trouble Shooter to speak with authority. A. J. Vander Voort has proved his remedies in actual back shop experience and tempered them by laboratory investigation. He is the head of the famous Dunwoody Baking School, and technical editor of The American Baker magazine.

The Trouble Shooter is becoming a classic among baking industry publications; it is now in its fifth printing.

You will find it an invaluable aid in solving production problems almost as rapidly as they occur.



**The American Baker,
P. O. Box 67,
Minneapolis 1, Minn.**

- ☐ Bill me
☐ Payment is enclosed

Gentlemen: Please send.....copies of The Bakeshop Trouble Shooter, at \$1 each.

Name

Firm

Address

City..... State.....



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

BREAD UPON THE WATERS—Two Canadian adventurers landed recently at Salcombe on the southern coast of England after being tossed about in a small sailboat for 56 days while crossing the stormy Atlantic from Canada.

The pair, Bert Smith, 31, of Toronto, and Alan Battersby, 29, formerly of Blackpool, England, sailed their ketch, the Orenda, past the St. Lawrence Flour Mills on the Lachine Canal in Montreal at the start of their voyage. Two of the last persons to speak to them before they started the hazardous crossing were Charles P. Dowd of Minneapolis, milling superintendent of Robin Hood Flour Mills, Ltd., and Robert Kirkwood, manager of St. Lawrence.

Their tiny vessel was frequently battered by heavy seas and the boom of the Orenda was snapped during a storm. About 500 miles off the southwestern tip of England the ketch was spotted by the Liberian freighter, Mariblanca. Captain Leonidas Angelides of the Mariblanca begged the two adventurers, who had nothing solid to eat for five days, to ride into port aboard his vessel. When they refused, he gave them provisions to continue their voyage.

In telling of the encounter to newsmen, Captain Angelides credited gifts of Canadian wheat to his native Greece with enabling him to become a ship's master. He explained: "I am doubly proud as a Greek sailor to have been of assistance to Canadians, whose country saved so many Greeks during the postwar years by their gifts of wheat.

"At that time I was a poor boy who had to borrow nautical books from his friends to study for his ticket. Without that Canadian wheat, I would not be a ship's captain today."

BREAD SIMILARITY—"Whenever I travel to foreign lands," said E. W. Morrison, president, Morrison Milling Co., Denton, Texas, who recently returned from a visit to South America, "I come home convinced that one of the principal causes of the decline of bread consumption in the U.S. is the similarity of all commercial baked breads.

"I think the American baker is contributing to his own downfall by his effort to standardize and streamline his operations, eliminate labor costs and reduce the cost of the loaf. I do not think it is the cost of the loaf that prevents its being eaten. I think the American baker is making bread to make it look white and feel soft rather than to have it eaten.

"I know it is true that at the Tamanaco Hotel in Caracas, Venezuela, at every meal there was put on the table a basket of various kinds of breads including particularly some delicious, hard, round rolls, about two inches in diameter, a little flat on the bottom, but otherwise almost perfectly round and made from a strictly bread formula of which all the Americans, and there were many, ate voraciously. The American type of bread

and toast was neglected at every table which I observed.

"Appetites tire of anything which looks the same, day after day, no matter how good it is and when people eat merely to live and not because they like to eat the product, then per capita consumption declines."

★ ★ ★ TV POPCORN—The popcorn industry, which used to depend heavily on theater sales, now seems to have weathered the movies-to-tv switch. It has done this (1) by following movie patrons home and becoming a part of tv watching and (2) by gaining wider acceptance in homes, through an estimated \$4,000,000 worth of tie-in ads, plus popcorn's own promotion.

According to Bill Smith, executive director of the Popcorn Institute, the decline of movie theater patronage in favor of tv at home has incited a sharp marketing change in the popcorn industry. Until about five years ago, Mr. Smith says, popcorn processors depended on theaters for about 65% of their sales. The fall-off in movie patronage posed a serious threat to a major segment of the business.

An answer to this threat came in 1953 when the Popcorn Institute, "established for the sole purpose of increasing the consumption of popcorn," went into operation. Located in Chicago and operated by Byrne Marcellus Co., trade association management specialists, the institute

represents popcorn processors who account for about 90% of the world's popcorn volume, most of which is in the U.S.

A significant accomplishment of the institute and its members has been its promotion of popcorn as an effective tie-in product in ads for other products with which it shares a "community of interest."—Coca-Cola molasses, salt, butter and vegetable oil.

★ ★ ★ ANTI-CORONARY CLUB—The Health Department of New York City has called for 200 middle-aged volunteers to help it determine whether or not there is a relationship between heart disease and the amount of fat in the diet. Dr. Norman Jolliffe, whose views on the prevailing theory that cholesterol formed by diet fats causes disease of the arteries responsible for coronary thrombosis were published in considerable detail in past issues, is head of the department, which recently obtained \$77,000 from the city's board of estimate to start the long-range experiment. The volunteers will be enrolled in an "anti-coronary club." They will be put on special diets to try to find out whether reducing the fat in their diet cuts their susceptibility to heart attacks.

The department wants volunteers among men between 50 and 59 years of age who have suffered heart attacks and men of the same age group who have never had heart attacks and have no other serious illnesses.

SELF-POLICING by the food industry is urgently needed to halt the spread of illegal trade abuses in food marketing, members of the National Food Brokers Association were told at their recent 53rd annual convention in Chicago.

Sigurd Anderson of the Federal Trade Commission called on "manufacturers, chain stores, supermarkets, food brokers, and all others in the food industry to exercise a degree of business morality that will help check and correct the abuses now prevalent."

These abuses, he said, include price discriminations, customer favoritism, "fantastic allowances, unconscionable under-the-table deals, practicable bribery for shelf and freezer space, free goods, illegal cooperative advertising, and pressurizing for concessions." Such practices, Mr. Anderson said, "are in violation of the Federal Trade Commission Act and/or Clayton Act, as amended."

The Federal Trade Commission, said Mr. Anderson, is bringing many cases to the fore, with many others in process of investigation. However, FTC has a wide field to cover and needs industry cooperation in rooting out discriminatory practices which violate the antitrust laws. He called upon food industry members to furnish the commission with evidence of illegal competitive actions to facilitate enforcement proceedings to root out unlawful practices.

Pancake Panegyric

The following poem was written by Hew Ainslie who was born in the parish of Dailly, Ayrshire, Scotland April 5, 1792. He emigrated to America in 1822, settling for a short time in New Harmony, Ind. Later years of his life were devoted to the business of brewing in Louisville. He died in 1878. The poem was recently republished by the Louisville Times.

BUCKWHEAT PANCAKES

Who'er he was had wit or luck,
To take this victual of the buck
And put it to the use of man.
O! noblest product of the pan!
Deserves to have his lucky name
Stuck in the premises of fame,
There let it blaze with buck to bound
it
And flourishes of cake around it.

I'd question him who's had a stuff
Of cakes till he's cried, "hold, enough,"
Where is the truck, whate'er ye call
it
That slips so sweetly o'er the palate?
Or where's the broil, the boil, the soy
That sits so lightly on the crop?
Ye Gourmand Gods! who'er ye are
Oh, listen to your votary's prayer;
Give me, when from his eastern gate
The morning issues pale and late—
I mean when days are sour and short
And feeding fun is fattest sport;
Oh! give me then, when I awake,
To snuff the savor of the cake;
To spy ye thro' the greasy fog
Like pretty toadstools on a log,
Hissing and singing out by fits,
And dimpling into little pits;
Until, Oh! rare! ye take at last
A chestnut-pale mulatto cast;
Then there behold you on the plate
Piled up in savory smoking state!
Alternating with layers of butter,
Drench'd in molasses, till a gutter
Of sauce surrounds ye! O ye gods
Or godlings in your bright abodes,
Or Paynims in your bower of bliss,
Say—
Is aught in Paradise like this?



PROMOTION KIT—These are the display pieces contained in International Milling Co. "Sandwich Bun" promotion kit. Major pieces are in full color to command attention and stimulate sandwich bun sales at the point of purchase. More than 1,000 of these kits are currently being used by retail bakers throughout the country. The kit furnishes a tie-in with the American Bakers Assn. promotion, "July is Picnic Month." And it will be extended to the all-foods, all-stores promotion, "August is Sandwich Time." The kit is one of six product promotion kits in the company's "Promotion Pack for Busy Bakers." The five other kits, each containing similar display material, feature Pineapple Cake, Dutch Apple Pie, English Toffee Cookies, Festival Cake and Lemon Pie.

THE BAKE SHOP

Trouble Shooter

Oil in Pastry

I would appreciate several formulas using oil in coffee cake and Danish pastry in place of solid shortening. Is this possible?—J. R., N.Y.

Very frankly, oil is seldom used in these formulas. To use oil instead of shortening in coffee cake requires that the moisture be somewhat reduced. In making Danish pastry it is possible to use oil in the dough instead of shortening. However, a plastic fat must be used for roll to obtain a flaky product.

Freezing

Is it best to freeze bakery products before or after baking?—B. R., Ill.

We find many bakers who freeze a considerable quantity of their products unbaked. Others freeze them following the baking. Each man is undoubtedly trying to produce the products which best meet his customers' demands.

Invert Syrup

Can you tell me how to make invert sugar? I have tried using ground sugar and water, bringing this to a boil. But after it stands a couple of days the sugar all hardens in the bottom. Can I take plain corn syrup and thin it with water. Would this be the same?

The formula you are using is not for invert sugar, but for simple syrup. Simple syrup does not have hygroscopic properties, and is primarily for thinning icings. Invert syrup is hygroscopic, and has the property of retaining and drawing moisture. This characteristic of invert syrup helps to retain freshness of baked foods.

Try this formula for making your invert sugar.

Boil to about 226° F.:
25 lb. granulated sugar
8 lb. 4 oz. water

Then add:
½ oz. tartaric or
1¼ oz. cream of tartar dissolved in about
1 pt. water

Continue boiling for about 30 min. Cool the syrup as rapidly as possible. This is important, as slow cooling causes the syrup to darken in color. The cooling can be done by pouring the syrup on bun pans.

(The action of the acid in conjunction with the heat changes the granulated sugar (sucrose) into two other types of sugar, namely, dextrose and levulose.)

Doughnuts

Would you be so kind as to send us formulas and instructions for making your American doughnuts?—B. A., Madrid, Spain.

I am very happy to give you a formula for doughnuts, along with information on the production of

various types of that product. You ask if olive oil would be suitable for frying. Due to the high price of olive oil in this country I have never heard of anyone using it for doughnut frying. Hydrogenated shortening is primarily used. Olive oil, or any other type for that matter, would be suitable for use in the dough, however.

YEAST-RAISED DOUGHNUTS

Cream together:

2 lb. sugar (sucrose or dextrose)
2 lb. shortening
3 oz. salt
1 oz. nutmeg
½ oz. mace

Add gradually:

1 lb. whole eggs

Stir in:

6 lb. 6 oz. milk

Add:

9 lb. bread flour
Dissolve and add:
8 oz. yeast
2 lb. milk

Then add and mix until smooth:

3 lb. pastry flour
Dough temperature 78-80° F. First punch about 1¼ hrs. to 1½ hrs. To the bench 15-20 min. later.

Note: If desired, a small amount of lemon flavor may be added to the formula.

Due to variations in flour, it may be necessary to make a slight adjustment in the amount of milk used.

Dark Cakes

I would appreciate a dark cake formula for making cupcakes, loaves, or sheet cake, preferably with some ground raisins or dates and a little good molasses and cake or cookie crumbs in it. I mention the latter items because there are times when I have cake and broken cookies on

hand which I would like to use instead of discarding.—H. M., Wis.

Here is the type of formula that you requested.

RAISIN SPICE CAKES

Cream together:

1 lb. 12 oz. granulated sugar
1 lb. 12 oz. shortening
1½ oz. soda
1 oz. cloves
1½ oz. Cinnamon
1½ oz. salt
3 lb. ground raisins

Add slowly:

1 lb. whole eggs

Stir in:

2 qt. molasses

Then mix together and add:

3 lb. 4 oz. crumbs
2 qt. water

Sift together, add and mix in until smooth:

6 lb. 4 oz. cake flour
2½ oz. cream of tartar
Deposit into layer cake pans of desired size and bake at about 370° F. When baked and cooled, fill and ice with desired icing.

Bread

There have been complaints that our bread has taken on a flat taste, among other difficulties. Can you suggest some general procedures to correct this difficulty and others that may occur of a similar nature?—M. B., Wyo.

If your loaves taste flat, it might be an excellent idea to increase the salt somewhat. Other problems which may arise involve absorption of your flour. Do not fall into the habit of running your sponge too stiff. Keep in mind that a softer sponge will

allow your dough to ferment faster. As shortening decreases fermentation, it would be a good idea to add it in the dough stage rather than in the sponge. You may find it to your advantage, too, to increase the fermentation time 30 min.

Use of Stales

We often end the day with leftover sugar doughnuts and sometimes with sweet rolls. Is there some use to which such products can be put and not simply discarded?—L. V., Mass.

These items are not easy to use in other products, but there are some bakers who soak them in water and then add them to dark bread and roll dough. It might be a better idea to locate a suitable institution where you can sell the doughnuts and rolls at a discount. I do not approve of using these items in making new doughnuts—they damage the appearance and increase the shortening soakage.

Crust Troubles

We have had considerable trouble with loose crusts on our yellow cakes. The crust peels and rolls off, especially on sheet cake for devils food. The cake has a considerable number of blisters around the edges and on top when taken from the oven. What is wrong?—H. M., Wis.

I would like to suggest that you decrease the mixing time for your formulas. It has been our experience that over-mixing causes the difficulties which you mention. In your devils food cake formula you should exercise care in using the proper amount of milk.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota

F. J. Wirken To Head ABA Safety Group

CHICAGO — The creation of a Safety Committee by the American Bakers Assn., to provide a new service to members, has been announced by Roy Nafziger, Interstate Bakeries Corp., Kansas City, ABA chairman.

The committee will be headed by Frank J. Wirken, director of safety and personnel for Interstate Bakeries, with seven other bakers on the committee.

Committee members include Edward Z. Banka, safety engineer, National Biscuit Co., N.Y.; L. D. Feuchtenberger, Jr., general manager, Betsy Ross Bakeries, Inc., Bluefield, W. Va.; D. H. Mackaman, Campbell Taggart Associated Bakeries, Inc., Dallas; Walter C. Mahlstedt, safety engineer, Continental Baking Co., Rye, N.Y.; Cesar Medina, president, Holsum Bakers, Inc., Tampa; Thomas B. Schmidt, Capital Bakers, Inc., Harrisburg, Pa., and Harold J. Stroehmann, Jr., president, Stroehmann Brothers Co., Williamsport, Pa.

Mr. Wirken, a member of the American Society of Safety Engineers, has been active in the safety field for the past 25 years. He has served in his present position with Interstate since 1948, and has worked in close co-operation with the Kansas City and National Safety Councils.

In naming the committee, Mr. Nafziger pointed out that "the baking industry's safety record is not an enviable one. I believe this committee—the first of its kind in ABA history—can and will do much to reduce accidents in plants and on streets and highways. I know that the members of this committee will not be content until our accident rate is equal to or better than that of others in the food field."

The committee will hold its first meeting in September, the date to be selected. Preliminary plans will be formulated at that time, to organize a regular service on safety matters for the membership, Mr. Nafziger said.

Ways and means to improve safety measures inside and outside bakeries will be developed and transmitted to members.

Mr. Nafziger pointed out that adequate safety programs can save life, prevent injuries, help increase plant efficiency and enable very worthwhile savings in operational costs.

—BREAD IS THE STAFF OF LIFE—

Flour Distribution Plant Is Planned Near Pittsburgh

PITTSBURGH—The Salina (Kansas) Terminal Elevator Co., an affiliate of the Vanier group of flour mills, has purchased the property of the Penwick Distillery at Cheswick, Pa., about 12 miles north of Pittsburgh.

The property will be used as a flour distribution plant. Located along the Pennsylvania Railroad tracks and also along the Allegheny River, the plant has access to both barge and rail transportation facilities.

J. J. Vanier, president of the Western Star Mill Co., Salina, and associated companies, said that the new plant will be equipped for flour handling operations in about 30 days. It is planned to handle both bulk and sacked flour through the terminal,



JAMS AND JELLIES
CREAM CHEESE
SANDWICH SPREADS
ONIONS
PICKLES
CATSUP
FRESH MEATS
HAM
BEEF
POWELL, ETC.
PEPPERS
PIMENTO
CHEESES
TOMATOES
MUSTARD
OLIVES
SANDWICH MEATS
BOLOGNA
SAUSAGE, ETC.
PICKLE RELISH
SALAD DRESSING
LETTUCE
BUTTER

No grocery
product sells
as many
related profit
items as
breads and
rolls!

EVERYTHING THAT GOES INTO A SANDWICH is sold in greater quantities when displayed near and promoted with bread products. The list of sandwich ingredients is endless. And all are based on breads, buns or rolls. That's why grocers today are displaying a wider variety of bread products—as many and as varied as counter space allows.

THE TURNOVER FOR BREAD is faster than for any other grocery item. Breads are delivered, stocked and freshened daily by bakers' salesmen. Per square foot of display space, breads represent one of the most profitable items in the grocery store.

A SERIES OF HEAVILY-PROMOTED CAMPAIGNS promises to move bread products faster than ever. Two American Bakers Association campaigns, "Better Breakfast" and "July is Picnic Time," both promote baked foods. The Wheat Flour Institute promotion, "August is Sandwich Month," stresses outdoor eating. Bakers, canners, meat packers and other associations and firms are participating. Many grocers, to reap sales of summer foods, are tying in with the forthcoming "outdoor eating" campaigns. Why don't you?

BAKERY SALES SERVICE

MINNEAPOLIS 1, MINNESOTA



TOWARD GROCER, FOR BAKER—The second in a series of advertisements in grocery business publications by General Mills Inc., Minneapolis, is shown above. Directed toward the grocer for the baker, the ad places particular emphasis on the baking industry's big summer promotions, with which the grocer can tie in for added profit. The ads push the themes that bread and rolls sell a great number of profitable related items, are exceptionally fast turn-over themselves, and add up to greater sales and profits when they are combined. General Mills is asking the baking industry's help in carrying the message to grocers.

and facilities will be available for truck deliveries in the Tri-State area around Pittsburgh.

The associated companies now operate distribution stations at St. Louis, Mo., Chicago and Greensboro, N.C. Other sites have been purchased at Cincinnati, Ohio and Chattanooga, Tenn.

The companies associated in the operation are Goch Milling and Elevator Co., Lincoln, Neb.; Inland Mills, Inc., Des Moines, Iowa; Weber Flour Mills Co., Salina, Kansas and Western Star Mill Co., also of Salina.

—BREAD IS THE STAFF OF LIFE—

Keebler Biscuit Co. Sells Buffalo Plant

BUFFALO — The Keebler Biscuit Co. has sold its four-story plant at 12 Watson St. to Sidney J. Freedman and George H. Evanco, Buffalo businessmen, for "upward of the assessed valuation of about \$150,000."

Keebler Biscuit, a division of the United Biscuit Co., closed the bakery operation in the Watson St. plant last summer. It now is building a large office and warehouse distribution center in Cheektowaga.

Keebler Biscuit will vacate the 70,000 sq. ft. plant about the end of September. The firm started as the Ontario Biscuit Co. in Lockport in 1903 and moved to Buffalo about a year later.

To Represent Oakite

NEW YORK — Oakite Products, Inc., manufacturer of industrial cleaning, sanitizing and descaling materials and equipment, has announced the assignment of two technical service representatives.

Donald O. Mundale, the company's representative in Asheville, N.C., has been transferred to Marion, Ohio. James E. Davenport, a graduate in engineering from the U.S. Naval Academy, has been assigned to Rocky Mount, N.C.

Mr. Davenport recently completed an intensive eight-week training program at Oakite's New York headquarters and in the field.

—BREAD IS THE STAFF OF LIFE—

Robert W. McShane Joins ABA Staff

CHICAGO—Robert W. McShane has joined the public relations staff of the American Bakers Assn.

Mr. McShane served as a reporter on newspapers in North Dakota and Minnesota and later was managing editor of the Western Newspaper Union.

He was on the publicity staff of the Northwestern University Traffic Institute and since 1944 has been in the public relations department of J. Walter Thompson Co., Chicago.

Pharmacists See Virginia Council Sandwich Display

RICHMOND, VA.—The Virginia Bakers Council, Inc., exhibited 14 of the "20 Best Sandwiches of the Year" most suitable to soda fountain use recently at the Virginia Pharmaceutical Assn. convention in Roanoke. The display was part of a continuing effort on the part of the council to promote the use of bread in public eating places, such as restaurants and drugstores and, according to Harold K. Wilder, executive secretary, it was very successful.

Mr. Wilder reported that approximately 400 pharmacists, members of their families and allied tradesmen attended the convention and viewed the sandwich display. Copies of the booklet, "20 Best Sandwiches of the Year," and of the new booklet "Turn to Sandwiches," which is published by the American Institute of Baking, were given to pharmacists and others who evidenced interest in the exhibit. Copies of a larger booklet, "Four Star Sandwiches," will be mailed to those who write the council and ask for it. The booklet has been made available through the courtesy of Standard Brands, Inc., which firm cooperated with the National Restaurant Assn. last year to select the four star sandwiches.

As a follow up to the exhibit at Roanoke, the council will send a special letter to those who, according to the records, stopped at the sandwich booth. Even more significant is the suggestion being made to members of the bakers' council to have their sales representatives call at drugstores whose owners and personnel visited the sandwich booth at Roanoke, with the idea of urging them to use the sandwiches in their own establishments.

—BREAD IS THE STAFF OF LIFE—

Blower-Type Truck For Sugar In Use

NEW YORK—A new type of sugar handling for New York's industrial sugar consumers is making its debut at the Long Island City plant of Louis Sherry Preserves, Inc. The event was the first New York area delivery by American Sugar Refining Co.'s new blower truck which is designed to unload up to 30,000 lb. of bulk granulated sugar in 45 min. with no more than 7½ lb. air pressure over a distance of 150 ft. or more vertically, horizontally or in any combination.

The air does all the unloading and delivery work that once required the services of laborers and lift trucks, scrolls and bucket elevators. It brings the savings of bulk sugar handling within the cost range of even modest-sized industrial users, according to the owners.

American Sugar, with the help of the Fuller company, a Pennsylvania pneumatic equipment manufacturer, developed the blower truck after months of research and testing. American now has one truck in Philadelphia and the other working out of its Brooklyn refinery and serving customers in the New York area.

—BREAD IS THE STAFF OF LIFE—

IT'S A BOY!

Mr. and Mrs. J. Rodney Smith became the parents of a son, Christopher Michael, July 20. Mr. Smith is a member of the editorial staff of The American Baker.

Bakery Merchandising

V-10 Protein Bread Mix Now Available For Distribution on National Scale

MINNEAPOLIS—F. H. Peavey & Co., Minneapolis, has announced that V-10 protein bread mix, a new food discovery, is now available for national distribution. In making the announcement, George W. P. Heffelfinger, executive vice president, said that release of this product for national distribution comes after three years of prepromotion selling and 18 months of advertising-supported test marketing.

"In our opinion," said Mr. Heffelfinger, "this major new contribution to good nutrition is the most significant bread news since enrichment."

The value of V-10 protein concentrate stems from the fact that it has the complete-protein values of the classic protein foods such as meat, eggs, milk and cheese, Mr. Heffelfinger said. Added to flour with other bread ingredients, this protein concentrate (made entirely from grain sources) produces a near-white bread of excellent eating quality and flavor, he said, and two average slices per meal furnish about one-fourth of an adult's recommended daily pro-

tein requirement. While rich in protein, B-vitamins and iron, this bread also is low in calories and fat.

Factors in the marketing picture of V-10 protein include: (1) the backing and prestige of the Wisconsin Alumni Research Foundation, which developed the product; (2) the advertising support plan, which applies to all bakers handling the product whether wholesale, retail, grocery or house-to-house, Mr. Heffelfinger revealed.

The foundation is a scientific, non-profit organization with a wealth of experience and a world-wide reputation in food research. In the food field, the foundation pioneered the process which fortified milk with vitamin D. It also introduced the method of stabilizing iodine in table salt. The foundation uses its income to make research grants to the University of Wisconsin.

Peavey has exclusive authorization from the Foundation for the application of V-10 protein to bread and baked foods sold by bakers, and is now announcing a program to pro-

How V-10 Protein Bread Mix Was Discovered

The discovery of V-10 protein bread mix is a story about the curiosity of a gentleman at Red Wing, Minn., named Arnold Kaehler.

A number of years ago Mr. Kaehler was grinding wheat for farmers and one day was operating his portable feed mill on a Goodhue County farm when a bolt came through a loose screen in the mill feeder and cracked the casing.

Some ground wheat sifted out and Mr. Kaehler picked up a handful and unconsciously began eating it. All at once he tasted a fine flavor and wondered why. Although he didn't know it, Mr. Kaehler was eating the inner bran of the wheat. He went home and started experimenting with the wheat bran. He made a breakfast cereal in his kitchen. It tasted good.

Mr. Kaehler started making breakfast cereal under the name of Sturdi-wheat. He kept testing his find, trying various combinations of grain to increase the protein quality. He went to scientists and asked them to analyze his concentrates. That brought him to the Wisconsin Alumni Research Foundation at Madison, widely known nutritional laboratories.

The foundation's scientists checked and found Mr. Kaehler's protein concentrate, gram for gram, is comparable to that of meat, fish, cheese, milk—any of the animal proteins.

That was four years ago. Mr. Kaehler's patents have been given to the foundation, which, in turn, made arrangements to have commercial millers produce the new V-10 bread mix.

note the nationwide sale of V-10 protein bread to the baking industry, Mr. Heffelfinger said. Russell-Miller Milling Co. and King Midas Flour Mills, both of Minneapolis, have been licensed by Peavey to manufacture and sell V-10 protein bread mixes to bakers.

R. L. Mullen, the Peavey's general

manager of V-10 promotion, said: "V-10 protein bread has shown remarkable competitive strength, and far greater consumer appeal than other protein and diet breads, according to the evidence of impartial research conducted during our market tests. V-10 protein bread creates new bread sales. It does not replace present breads for the most part."

Wide Distribution Set

V-10 protein bread will be introduced throughout the U.S. with a fully integrated marketing plan that includes strong consumer advertising, Mr. Mullen stated, and he pointed out that the introduction of V-10 protein will make it possible for the baking industry to again dramatically draw attention to the over-all nutritive values of bread as a food. Thus the industry will be better able to compete for the consumer's dollar, Mr. Mullen said.

Mr. Mullen shares the foundation's belief that if the marketing tools available are properly used, the downward trend in per capita consumption of bread can be arrested, and perhaps reversed.

Introductory Budget

An introductory budget for consumer advertising will be worked out by Peavey in conjunction with bakers who will handle the product, Mr. Mullen said. The budget would include advertising in local newspapers and in broadcast media. Complete merchandising and point-of-sale materials are also available, he said.

V-10 protein bread was first introduced in South Bend, Ind., Jan. 23, 1956, and subsequently in other test cities. Two entire states have now been opened on an industry-wide basis, and the product can be purchased in limited areas of 27 states, Mr. Mullen said. Consumer and sale research includes home interviews, store audits, customers interviewed at selected supermarkets and a 12-week consumer panel study.

Experience has shown that between 65 and 75% of the sales volume of V-10 protein bread is new volume, Mr. Mullen said, and that V-10 sales do not affect the sale of white bread.

Peavey has performance records from all types of bakers and also statewide figures on sales volume available to bakers interested in further information. Also available is the complete product story.

Leading Bakers Bring You A NEW FOOD DISCOVERY
developed by the WISCONSIN ALUMNI RESEARCH FOUNDATION

V¹⁰ protein BREAD
The Complete Bread in the World

10 POINTS OF UNIQUENESS

1. EXCEPTIONAL EATING QUALITY
2. IMPORTANT NUTRITIONAL VALUE
3. AUTHORITATIVE BACKING
4. PRESTIGE VALUE
5. TAPS A GROWING MARKET
6. BRINGS PLUS-VOLUME
7. HIGHLY PROFITABLE
8. STRONG ADVERTISING SUPPORT
9. SUCCESS IN TEST MARKETS
10. BENEFITS BREAD, AND BAKING

AN ENTIRELY NEW KIND OF BREAD
...not dark, but creamy-white... containing V¹⁰ Protein,
a complete, balanced protein—like the protein in milk, eggs and meat!

V¹⁰ protein BREAD

This advertisement by F. H. PEAVEY & CO., Minneapolis, Minn., is presented on behalf of the makers of V¹⁰ Protein Bread.

BREAD MIX PROMOTION—Here is some of the material F. H. Peavey & Co., Minneapolis grain and milling firm, is using to promote V-10 protein bread mix. The graph, top left, represents month-by-month sales of V-10 protein bread based on deliveries during advertising campaigns for the product. One of the announcement

advertisements placed by Peavey to help bakers introduce the new bread is shown bottom left and a loaf of V-10 protein bread is illustrated at top right. At bottom right is another type of advertisement which has been used to promote V-10 bread. This type of advertising has been used as a follow-up to other advertising.

Flour Institute, Restaurant Association Cooperate in Selecting Champion Sandwich

NEW YORK CITY—Traditional rivals in food distribution—the grocery-supermarket operator and the restaurant man—joined forces recently to pay homage to a new king of food—the mighty Mr. Sandwich.

Representatives of the competing branches of the food industry met with food editors, manufacturers, processors and professional home economists July 31 to hail a new Sandwich King—39-year-old Rolf Smerling of Milwaukee. A coronation luncheon at the Ambassador Hotel marked the announcement of Mr. Smerling's "Schroeder" sandwich selected from the best of thousands of restaurant recipes as the "Grand Champion" of the year.

Mr. Smerling's sandwich, named after the Milwaukee hotel where he is employed, won the German-born chef a two-week, all-expense gourmet tour of Europe for two people, plus \$1,000 in cash and the separate trip to New York. The award came on the eve of August—Sandwich Month, a campaign in behalf of America's favorite form of food.

August Is Peak Month

By count, more than 90 million sandwich meals are eaten every day. Consumption peaks in August—when homemakers welcome kitchen relief and emphasis falls on travel and relaxed, easy living. The sandwich menu calls for thousands of different kinds of food—soups, salads, spreads, fillings, beverages, desserts, hot and cold combinations.

Food industries support Sandwich Month because it places brand-name products in suggested new meal patterns. Food editors welcome the idea because sandwich meals are popular.

GOVERNMENT AIDS SANDWICH MONTH

WASHINGTON—Adding to the endorsement of August Sandwich Time by retailers, food manufacturers and distributors, the government gives support to "August is Sandwich Time" through the "Plentiful Foods" program—a plan to promote abundant foods through established channels of trade. The Agricultural Marketing Service supplies a bulletin describing the tie-in. True D. Morse, acting secretary of agriculture, praised National Sandwich Month as "... an excellent medium for the utilization of foods in plentiful supply—not only wheat products, but a host of other foods from our farms and processing plants. . . . National Sandwich Month . . . is a campaign that serves both consumer and producer . . . serves the public interest . . . and is worthy of the complete support of all elements of the food trade and food service industry." The Wheat Flour Institute has again issued a Sandwich Time editorial "clip-sheet." For six years, the nation's newspaper food editors have used this and other services to answer reader demand for kitchen-cool sandwich meal suggestions. In the past, over 78% of the country's daily and weekly newspaper circulation carried Sandwich Time features during August. There is still time to "hitch a ride to profit" on the Sandwich Time bandwagon, the institute points out.

Restaurant people cash in. Grocery and supermarket operators support the campaign because it sells all foods throughout a store, the Wheat Flour Institute emphasizes.

More than 300 participant-sponsors now annually back the drive with a multi-million dollar budget, including several of the nation's biggest advertisers.

The drive behind complete sandwich meals is spurred even further by the U.S. Department of Agriculture to help promote greater consumption of farm products.

Participating retailers include: American Stores, A & P., Big Bear, Grand Union, IGA, Jewel, Kroger, Mohican Stores, Mott's, National Tea, Red and White, Safeway, Stop and Shop, and thousands of independent and cooperative chain groups.

Other Winners

An audience of top food editors, restaurant and food industry executives also heard the entry of a former Kansas City school teacher, Mrs. Annis H. Dow, of Tulsa, named runner-up. The son of an Italian farmer, Louie Cassinelli of New York City, took third prize in the competition that drew the best of thousands of sandwich recipes from the restaurant industry.

Mrs. Dow received \$1,000 and the New York trip. Mr. Cassinelli took third prize of \$500. The three sandwiches were rated by a panel of leading food editors from the "20 Best" of the year, as determined in preliminary judging at the School of Hotel and Restaurant Management, University of Denver.

Guests at the award luncheon in New York's Ambassador Hotel were served the three prize-winning sandwiches.

Mr. Smerling's "Grand Champion" Schroeder sandwich, named after the Milwaukee hotel where he is executive chef, consisted of beef tenderloin tips, browned, and seasoned with wine and blue cheese. Placed on dark bread open-face style, the sandwich came to the table still sizzling from the broiler.

The "Surprise" sandwich, submitted by Mrs. Dow, was developed after experimentation, trial and perfection at the Borden Ranch Acres Cafeteria in Tulsa. It consisted of seasoned cream cheese mixed with chopped nuts and egg, served on white bread and garnished with olives and tomato, with potato chips.

The Cassinelli entry, "Devil-on-Horseback," was born of his experience as head salad man at the Brass Rail Restaurant in New York. Again an open-face, broiled sandwich "Devil-on-Horseback," combined thinly-sliced corned beef with sliced American cheese on rye bread, with a hot covering of spiced dressing.

Scored by Points

The three sandwiches were scored for cash prizes on points without name or restaurant identification by a panel of experts. Food editors included: Mrs. Myrna M. Johnston, food editor, Better Homes & Gardens; Miss Dorothy Marsh, food editor, Good Housekeeping; Miss Grace White, food editor, Family Circle; Miss Marilyn Kaytor, food editor,



SANDWICH WINNER—Using fine china to display a champion sandwich creation, Wedgwood's "frankly traditional" embossed Queensware in grapevine design displays the "Grand Champion of the Year" Schroeder Sandwich. The sandwich was created by Rolf Smerling, executive chef of the Hotel Schroeder in Milwaukee. It won top prize of a gourmet tour-for-two of Europe and \$1,000 in the 1957 National Sandwich Idea Contest, jointly sponsored by the National Restaurant Assn. and the Wheat Flour Institute as part of August Sandwich Month. The sandwich served on dark toast, features beef tenderloin tips browned and simmered in a sauce of sweet red wine and topped with blue cheese.

Look; and Miss Marion McCarroll, women's editor, King Features. Restaurant people named as judges were: Willard J. Slagle, Slagle, Inc., Boston, Mass., and J. J. White, director of food and beverage service, Hotel New Yorker.

20 Best Featured

The "20 Best" sandwiches of the year, selected earlier at University

of Denver under the direction of Matthew Bernatsky, have been published in a consumer recipe leaflet. Several million copies of the recipes will be circulated through bakery, grocery and supermarket outlets during August—Sandwich Month, and are available from the Wheat Flour Institute.

—BREAD IS THE STAFF OF LIFE—

Infra-Red Heat Used For Picnic Hotdogs

CHICAGO—A battery of eight infra-red stoves and two warmers were used to produce 6,000 pre-wrapped hot dogs and buns for the recent 10th annual picnic of the Argonne National Laboratory, Lemont, Ill.

The picnic was one of thousands held last month in plants across the U.S. in cooperation with the Bakers of America Program to promote July as "Picnic Month."

John Vincenzi, manager of the Argonne cafeteria, supervised the installation of the eight industrial ovens. Kitchen workers started heating the ready-wrapped frankfurters and rolls 20 min. before serving time and kept the ovens going for hours after the serving line opened.

Mr. Vincenzi said that the outstanding features of the infra-red cooking were speed, convenience, and the privilege of being able to return the wrapped hot dogs for credit in case of a picnic cancellation.

SANDWICH BUFFET NEW TREND?

NEW YORK—A table loaded with fancy sandwich "fixin's" is the latest idea in buffet-style dinner parties, according to an article in the Aug. 20 issue of Look magazine. In the two-page full color spread, entitled "Main Course Sandwiches," Look reports that smart hostesses are discovering the do-it-yourself sandwich buffet as the sure-fire way to feed a crowd. By using frozen, pre-cooked and canned foods, the hostess can set a kingly looking banquet table with little effort, says Look. All she need do is set out an assortment of breads, cold meats, fish, cheese, a hot dish or two, condiments and toppings, a green salad and a bowl of fresh fruit. From that point on, it's up to the guests, with "the sky the limit as to quantity and combination." A menu for such a sandwich buffet is suggested, including an assortment of breads and rolls.

"Extra-Fortified"**Detroit Becomes Test Market for General's New Slenderella Bread**

DETROIT—Two well-known corporations have joined forces to create an extra-fortified loaf of bread said to be formulated especially to reinforce the modern diet. The joint announcement of a "Slenderella Special Formula Bread" was made July 31 by Lawrence L. Mack, president of Slenderella International, and Russell J. Hug, president of General Baking Co., New York.

The Detroit and Toledo areas have been selected as the first markets for the Slenderella bread. Plans call for eventual national distribution. It is Slenderella's initial entry into the licensing field.

In telling the story of the first food product to bear the name of the world's largest slenderizing system, Mr. Mack said, "The idea of Slenderella bread emerged from research into the diet patterns of hundreds of thousands of Americans who have learned to be 'calorie-conscious.' Bread is still one of our most important foods, yet it is often the first food to be dropped from slenderizing menus.

"More proteins and more vitamins—not less—are required by people on calorie-restricted diets. For this reason, we have created a special formula, white, extra-fortified bread which contains highly concentrated amounts of protein, minerals and vitamins. This extra nourishment allows Slenderella bread to assume an important role in the modern menu plan. Its conclusion helps assure the necessary intake of nutrients while calories are being cut."

Mr. Hug pointed out that Slenderella bread is not a reducing bread. "Its high nutrient content makes it ideal family fare and it should have great appeal for active people of every age and weight," Mr. Hug stated. "It is especially suitable for those on calorie-restricted diets."

Slenderella bread will kick-off in the Detroit market on a local advertising and publicity budget to exceed

\$100,000 for the first 13-week marketing span. Four-color newspaper ads plus radio, television and billboard advertising are scheduled. Major point-of-sale promotions will involve full cooperation of local grocers.

Continuing its traditional favoring of radio over television as an advertising medium, Slenderella has slated top Detroit radio personalities to deliver its bread commercials. Local newspapers will carry 103 newspaper ads.

Smartly packaged in white with bright orange, brown and deep blue elongated harlequin diamonds to emphasize the loaf's slim look, the bread is "slender sliced."

"It tastes good, and has a full-homemade flavor," Mr. Hug says. "It contains highly concentrated amounts of protein, vitamins and minerals."

"This extra nourishment allows Slenderella bread to assume a pivotal position in the modern diet plan. Its inclusion on the everyday family menu, as well as in reducing diets, helps you eat less and still get the full supply of vitamins and minerals for good health and active living."

Four slices of the bread are said to supply an individual's minimum daily requirement percentages of: Vitamin B₁, 35%; vitamin B₂, 12%; vitamin D, 30%; Niacin, 20%; iron, 23%; calcium, 13%.

Gluten is added to the bread both to increase the protein content and to strengthen the cell structure so that a loaf of good volume, softness and grain structure can be obtained with the higher-than-average amounts of other ingredients, it is explained. Slenderella bread also contains a higher amount of fat-free milk than average enriched white bread, with a milk to flour ratio of 8 to 100.

In order to make Slenderella bread sufficiently distinctive as not to purport to be white bread and, at the same time, to retain good flavor and eating quality, a small amount of wheat bran has been added to the



SAMPLE SANDWICHES—The long-time popularity of sandwiches is proved by this historical Wedgwood Sandwich Set, which dates from the year of the American revolution, 1776. Sandwiches displayed on this 18th century piece are among the "20 Best Sandwiches of the Year" chosen in the National Sandwich Idea Contest sponsored by the Wheat Flour Institute and the National Restaurant Assn. The Wedgwood exhibit was featured at a press party at the Ambassador Hotel in New York City saluting August as Sandwich Month.

dough. This produces a "golden-flecked" appearance.

The approximate protein and important amino acid composition of Slenderella bread compared to average enriched bread is shown below:

	Slenderella bread	Average enriched bread
Protein (gm.)	12.2	8.2
Lysine (mg.)	438	233
Tryptophane (mg.)	136	77.5
Methionine (mg.)	230	148

—BREAD IS THE STAFF OF LIFE—

Article Cites Film On Sandwich Making

CHICAGO—The Wheat Flour Institute motion picture for the restaurant industry, "Skill Counts at the Sandwich Counter," has been cited as a classic example of employee training material in the June issue of the Journal of the American Dietetic Association. In a report titled, "Training Employees in Work Simplification," Marjorie McKinley, Grace Augustine and Hester Chadderdon, the authors, all of the departments of institution management and home economics education at Iowa State College in Ames, singled out the institute film production. Their report states:

"Five motion pictures were selected; only one, however, met all of the criteria which had been set up for selection of the visual materials. This was the film 'Skill Counts at the Sandwich Counter' produced by the Wheat Flour Institute and the National Restaurant Assn."

The authors described their search for suitable materials meeting the following criteria: (a) To provide an understanding of work simplification which will make the workers receptive to analysis of their jobs, to methods proposed by management, and to adoption and use of the methods prescribed. (b) To improve management-labor relations and increase the interest of employees in their work. (c) To stimulate employees to make suggestions for improving work methods. (d) To help the workers to improve those methods of work which are determined by them. (e) To lower costs. (f) To give impetus to a continuing program of work simplification.

Produced almost five years ago, with technical direction by the head of NRA Educational Services, Miss Kathryn Bruce, the film represents an idealized package of employee

training materials, the institute said. In addition to the film, a filmstrip permits an operator to stop the action for complete discussion of the motion involved. A sandwich making manual accompanies the instructional package—for distribution to students. Finally, recipe cards may be distributed to provide laboratory work in the principles expressed in the film.

In addition to its use in training employees in work simplification procedures, the film has found wide acceptance in a number of markets, the institute said. Standard Brands, Inc., and several milling companies have used the film in local meetings for bakers and restaurant operators. At times the film has been shown in the presentation of National Sandwich Idea Contest winners. A number of state and local restaurant associations own their own copies of the film for use in employee training classes, the institute reported.

Millers and bakers have also found use of the film highly profitable—in a pattern which suggests joint meetings of restaurant operators and bakers, meetings devoted to mutual problems of the two industries, the institute said.

—BREAD IS THE STAFF OF LIFE—

BLAINE-THOMPSON APPOINTED

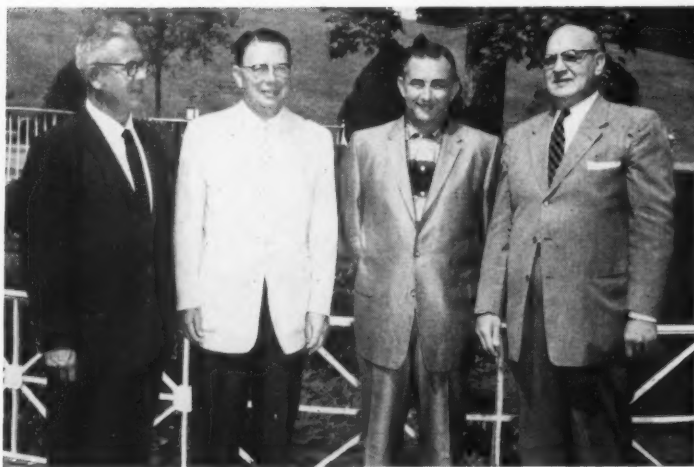
NEWARK, N.J. — The Wagner Baking Corp., Newark, and its affiliated companies and plants in Newark, Brooklyn, Detroit, Cleveland, Chicago and Bridgeport, have announced the appointment of the Blaine-Thompson Co., New York, to handle advertising, merchandising, sales promotion and publicity for its entire line of retail and institutional baked products.

COMMANDER BOOSTS SANDWICH MONTH

MINNEAPOLIS — "Why not cut yourself a large slice of sandwich profits by promoting Sandwich Month 12 months a year?" The Commander-Larabee Milling Co. has sent to many of the nation's bakers a sandwich board and bread knife to impress them with Sandwich Month objectives. Roger F. Blessing, vice president, said in the note accompanying the sandwich board: "It's just as easy as cutting yourself a slice of sandwich pleasure on this board."



SLINDERELLA SANDWICHES—Just in time for celebrating National Sandwich Month comes the General Baking Co.'s Slenderella bread—said to be so new in taste and appearance it even adds excitement to those old favorites, ham 'n' cheese. The fine-textured golden-flecked loaf is a white, special formula bread containing more protein and more vitamins and minerals than other bread. Especially good for people on calorie restricted diets, it also appeals to mothers of growing families where sandwiches are staple, General says.



WEST VIRGINIA OFFICERS, GOLF WINNERS—New officers of the West Virginia Bakers Assn., elected July 28 at the group's annual convention, are shown at the left above, on the grounds of the Greenbrier Hotel, White Sulphur Springs, W. Va. Left to right are Edward R. Johnson, Charleston, executive secretary; Harry G. Fretwell, Cablish Baking Co., Charleston, treasurer; E. W. Mootz, Jr., E. W. Mootz Bakery, Huntington, vice president, and J. W. Wallace, Wallace Bakery, Elkins, reelected president of the association. The



illustration at the right shows some of the golf winners—Carl Hauswald, Jr., Hauswald Bakery, Baltimore, left, won the visiting baker's trophy. Robert Agee, Heiner's Bakery, Huntington, was runner-up in the member baker's division; Dan Langdon, Jr., Pollock Paper Corp., was runner-up in the allied division. Charles Grennan, Purity Baking Co., Charleston, emerged the champion among member bakers. James W. Pehle, King Midas Flour Mills, Minneapolis, was the champion among allied golfers but was not in the picture.

J. W. Wallace Reelected Head Of West Virginia Bakers Assn.

CHARLESTON, W. VA.—The largest crowd ever—more than 300 guests—mixed fun and business at the 19th annual convention of the West Virginia Bakers Assn. at the Greenbrier Hotel, White Sulphur Springs, W. Va., July 28-31.

New officers elected at the annual business meeting included J. W. Wallace, Wallace Bakery, Elkins, reelected president; E. W. Mootz, Jr., E. W. Mootz Bakery, Huntington, vice president; Harry G. Fretwell, Cablish Baking Co., Charleston, reelected treasurer; and Edward R. Johnson, Charleston, continued as executive secretary.

At the baker-Allied business meeting, Louis Braun, Keystone Bakery, West Bridgewater, Pa., gave a brief report of his and others' activities in recent congressional hearings. Mr. Braun declared that his efforts were bearing beneficial fruit to independent wholesale bakers. He pointed out that many chainstore bakery advertisements were "toned down" in noting price spreads between their products and competitors. Mr. Braun emphasized that he could continue his efforts in helping curb alleged "unethical and unlawful marketing practices."

E. J. Sperry, "Sperry's Personal Opinion," Chicago, was the scheduled speaker for this annual meeting. Mr. Sperry began his talk in a facetious vein, chiding bakers in general for the lack of prestige they give their sales managers and supervisors, saying in many instances these bakery executives often were used as family "errand boys."

Mr. Sperry declared there is nothing wrong with the baking industry and cited examples of spectacular growth of some bakers during recent years. "I see a new era of prosperity in the baking industry if bakers grow and stay progressive."

"Radical Change" Predicted

The speaker continued by saying that young engineers and scientists were busy with new methods and machinery improvements that soon would radically change the baking industry by new cost-cutting innovations.

He prophesied that there would be

startling improvements in bakery delivery trucks with horsepower trimmed to 8 to 15 with marked improvement in gasoline mileage. The speaker said also that punch cards would replace present route books and check-in time would be reduced to seconds by the new method.

Looking further to the future, Mr. Sperry predicted that advertising expenditures would increase to 10% of sales for those bakers who plan to remain successful. "The number one advertising media in 1960 will be store advertising, or point of sale," Mr. Sperry said.

The fastest growing types of grocery stores, and the most profitable, are the independent superettes, the speaker concluded.

In the men's annual golf tournament, Charles Grennan of the Purity Baking Co., Charleston, emerged the champion among member bakeries while Robert Agee of Heiner's Bakery, Huntington was the runner-up. The visiting baker trophy was won by Carl Hauswald, Jr., of Hauswald Bakery, Baltimore. James W. Pehle of King Midas Flour Mills, Minneapolis, was crowned king of the allied golfers, with Dan Langdon, Jr., Pollock Paper Corp., close in as the runner-up.

Other features of the three-day affair were a president's reception and cocktail party, a ladies' putting tourney, bridge tournament, and a cabaret party.

Next year's convention will again be held at the Greenbrier Hotel, White Sulphur Springs, W. Va., July 27-30, Mr. Johnson, secretary, said.

—BREAD IS THE STAFF OF LIFE—

Bakery Production Manager Believed To Have Drowned

MANITOWOC, WIS.—Albert Motiff, production manager, Dick Bros. Bakery, Manitowoc, disappeared from a yacht on Lake Michigan July 16, and he is believed to have drowned. The body has not been recovered. Mr. Motiff is survived by his wife, a daughter and two grandchildren.

Interstate Manager in Grand Rapids Named

KANSAS CITY—Appointment of Russell H. Wiedenman as manager of the Interstate plant in Grand Rapids, Mich., has been announced by R. L. Nafziger, chairman of the board of Interstate Bakeries Corp.

Mr. Wiedenman has been with Interstate Bakeries for 18 years and has occupied positions with Dolly Madison Cakes in Los Angeles as cost control clerk; office manager of Weber Baking Co. in Santa Barbara, California; office manager and salesman of Log Cabin Bread in Los Angeles. Mr. Wiedenman served as plant manager of the Butternut Bread plant in Cincinnati for four years and moves to managership of the Grand Rapids plant from the general offices in Kansas City where he has been operations executive since the first of the year.

A native of Iroquois, S. D., Mr. Wiedenman is married and has two sons. He is a veteran of U.S. naval service in World War II.

Joseph Cooper, former manager of the plant in Grand Rapids, was honored earlier this month by nearly 200 employees of the Grand Rapids plant and from general offices in Kansas City. Mr. Cooper retired from active business July 1, after 36 years service with Interstate Bakeries Corp. This entire career in the baking industry—39 years—was devoted to duties in the Grand Rapids bakery.

John R. Dow, president of Interstate Bakeries, presented Mr. Cooper with a gift on behalf of the corporation. Also present from the general office in Kansas City were H. E. Meyn and R. G. Dibble.

Elmer Weemhoff, sales manager of Butternut Bread in Grand Rapids,

presented Mr. Cooper with a set of golf irons on behalf of the employees of the plant.

Mr. Cooper started his career in the baking industry in 1918 in the Grand Rapids plant which was then owned by Schulze Baking Co. and was made plant manager when Schulze Baking Co. was consolidated with Interstate Bakeries in 1921. Prior to his appointment as manager, he worked as salesman and sales supervisor.

Mr. Cooper has one son and three daughters. Robert, of Buffalo, N.Y., has followed his father's footsteps in the baking industry and is manager of Interstate Bakeries' plant in that city and has been with the company for 23 years.

—BREAD IS THE STAFF OF LIFE—

Gopher Grinders Finishing Expansion

ANOKA, MINN.—Gopher Grinders, Inc., is restoring prompt service and shipments as it completes construction of additional production space, a new warehouse and three new executive offices, doubling the earlier size of facilities.

Additional production machinery and a monorail system for moving Gopher bands on specially designed racks through the entire production operation have been installed, according to Haryl C. Simmons, president. Mr. Simmons has invited bakery personnel to telephone and make arrangements to see the new plant when in the Minneapolis or St. Paul vicinity.

—BREAD IS THE STAFF OF LIFE—

Continental Paper Plans New Building

DENVER—A contract for the construction of a new \$650,000 manufacturing plant and office building for the Continental Paper Products Co. here has been let.

It will be a one-story structure of modern design, and is expected to be completed by January, 1958. The building will replace Continental's present office and manufacturing structure at 1000 W. Louisiana Ave. A portion of the old building, built in 1893, was destroyed by fire Sept. 9, 1956.

FREUND BAKING TO GIVE YOUTH AWARD

ST. LOUIS, MO.—Creation of an annual \$1,000 award for outstanding work in the youth service field in the St. Louis area was announced by the Freund Baking Co., St. Louis. Henry L. Freund, president, said the award will be given as "an expression of appreciation to the community on the occasion of our firm's 100th anniversary."



Herbert H. Wurtz



Robert E. Graves

FLOUR BUYER RETIRES—Herbert H. Wurtz has retired as flour buyer for the baked foods manufacturing division of the Kroger Co. Buying is now being handled by Robert E. Graves, who is in charge of purchasing for the firm's bakery manufacturing division. Mr. Wurtz was honored by his associates in the company at a farewell dinner at the Cincinnati Club, July 10. He received a wrist watch engraved with a legend indicating his length of service with the Kroger firm. Another memento of the occasion was a bound book entitled "This Is Your Life", which was composed of many letters from Mr. Wurtz's friends in the company and the baking industry.

Mostly Personal...

After several weeks' confinement to his home following his recent illness, **W. A. Richards**, the Brolite Co., Minneapolis, is back calling on the trade in his Upper Midwest area.

Joseph Denner, owner of the Golden Krust Bakery, Alva, Okla., and prominent in the Oklahoma Bakers Assn. for many years, is also distinguished for being the father of **Miss Nancy Denner**, who in a statewide contest, has been named Miss Oklahoma of 1957. Miss Denner, a senior in the University of Oklahoma, will represent the state in the annual national pageant in Atlantic City this month competing for the title "Miss America." Miss Denner, in addition to her measurements of 37, 25 and 36 inches, is a talented dramatic student, is active in school activities and is yearbook beauty queen.

Walter B. Carmany, a baker with the Purity Baking Co., has been elected commander of the Louis E. Davis Post of the American Legion at Bloomington, Ill.

Holsum Bakery, Inc., Tampa, Fla., is sponsoring a \$2,000 scholarship at the Department of Baking Science and Management of Florida State University. The winner for this year was **Wendell Hughes**, a graduate of Hillsborough (Fla.) high school.

Dwight Vanderpol has been named supervisor of the Chariton (Iowa) division of Lowenberg Bakery, Inc., succeeding **Bob Appel**.

R. J. Schreiner, formerly of Bismarck, N. D., has been named assistant manager of the Sweetheart Bakeries, Inc., at Minot, N. D. He succeeds **Dudley L. Whitson**, who has been transferred to Bismarck as assistant manager.

Thomas Wallingford, formerly general manager of the Favorite Bak-

ing Co., Manchester, Ohio, has left the firm and returned to college to obtain a master's degree in business administration. He has been succeeded at the bakery by **Wilson K. Jones**.

William D. McIntyre, president of Tender Krust Baking Co., Eau Claire, Wis., was recently honored by the American Sanitation Institute for high achievement in bakery sanitation. He was presented with an award by **Dr. Edward L. Holmes**, executive director of ASI.

John S. Winalski, president of the Newton, Robertson & Co., Hartford, Conn., was honored recently at a testimonial dinner at the Polish National Home by more than 300 people. A former treasurer of the home, Mr. Winalski was presented a plaque for his services and was made honorary president. Mr. Winalski served as president of the Connecticut Bakers Assn. in 1944-45.

Arthur T. McGonigle, president of Bachman Bakeries Corp., Reading, Pa., has been appointed chairman of the Pennsylvania State Republican Finance Committee. He succeeds **Samuel W. Ewing**, Haverford.

Joseph J. Cooper, who retired in July after 39 years with Schulze Bakeries, Grand Rapids, Mich., was honored recently at a testimonial dinner attended by executives, employees and wives of the firm. Mr. Cooper was manager of the Schulze firm when it was made a division of Interstate Bakeries, Inc., 30 years ago. He continued in that position until retirement.

Howard McGuire has been named manager of the Federal Bake Shop, Burlington, Vt.

R. D. Bills was elected chairman of the board of O'Connor-Bills, Inc., Mattoon, Ill., bakery. **R. D. Bills, Jr.**,

was named president; **J. D. O'Connor**, vice president, and **R. W. Coffey**, secretary-treasurer.

Louis Marhoefer, president, Bold Baking Co., Pittsburgh, and Marhoefer Bakery, Altoona, Pa., is at his home recuperating from surgery he underwent at Johns Hopkins Hospital, Baltimore.

Scott Donaldson, former business reporter for the Minneapolis Star, has joined the public relations department of Pillsbury Mills, Inc., Minneapolis. A native of Minneapolis, Mr. Donaldson will work with Pillsbury's bakery products division. **George Pillsbury**, vice president, heads the division.

—BREAD IS THE STAFF OF LIFE—

J. Ross Myers, Jr., Flour and Bakery Supplier, Dies

BALTIMORE—J. Ross Myers, Jr., well-known figure in the flour distributing and bakery supply business and a former president of the National Association of Flour Distributors, died at his home here July 13 following a four-month illness. He was 55 years old.

Mr. Myers was the sixth generation of his family associated with the flour distributing industry. He joined his father in 1922 after graduating from Amherst College, and the firm became J. Ross Myers & Son. He was the father of J. Ross Myers III, first vice president of NAFLD.

Survivors include his widow, the former **Roberta Lauderman**, another son, **William E. Myers**, and two grandchildren.

—BREAD IS THE STAFF OF LIFE—

MACHINERY FIRM MOVES

NEWARK, N. J.—The H. J. Keller Co., distributors and wholesalers of bakery machinery, moved recently from Plainfield, N. J., to a one-story building in Newark. Keller has leased the Newark premises from a glass company.



James T. Revord

COMMISSIONED—James T. Revord, son of John A. Revord who is associated with Sterwin Chemicals, Inc., Chicago, was commissioned an ensign in the Navy recently after graduation from the officer candidate school at the Newport, R.I., naval station. He and his wife, the former **Miss Patricia Kilday** of Chicago, are now residing at Norfolk, Va.

Earl B. Cox Heads Siebel Alumni

CHICAGO—Earl B. Cox, executive vice president of Helms Bakeries, Los Angeles, has been elected president of the Siebel Alumni Assn. of the Siebel Institute of Technology, according to an announcement from the association's headquarters in Chicago. Mr. Cox and the officers elected with him will serve a two-year term.

Other officers elected were **Tony Buttnor**, assistant general production superintendent of Weston Bakeries, Ltd., Edmonton, Alta., Canada, first vice president; **E. L. Harding**, manager of the bakery service division of Krispy Kreme Doughnut Co., Winston-Salem, N. C., 3rd vice president; **Carl Denton**, general production manager of Farm Crest Bakeries, Inc., Detroit, 4th vice president; **Karl Fromm**, sales representative of the Nulomoline division of American Molasses Co., Chicago, secretary; **Raymond Siebel**, executive vice president, and **George Chussler**, vice president and retail editor of Bakers Weekly, treasurer.

Don Sperry, vice president of the Petersen Oven Co., Franklin Park, Ill., retiring president, was named as a member of the executive board.

—BREAD IS THE STAFF OF LIFE—

Roger Hefty Named To Rap-In-Wax Post

MINNEAPOLIS—Roger Hefty has been named quality control supervisor for the Rap-In-Wax Paper Co. H. W. Wendorf, vice president of manufacturing for the Minneapolis flexible packaging firm, made the announcement.

Mr. Hefty, who joined Rap-In-Wax in April of this year will supervise quality control for the firm's plants in Minneapolis and Chicago. A graduate of the University of Wisconsin, Mr. Hefty began his business career with Milprint, Inc., where he spent three years as a development laboratory technician. He later joined Rap-In-Wax's research department, working on development of flexible packaging materials. His new duties began June 15.

—BREAD IS THE STAFF OF LIFE—

California Raisin Board Adds to Staff

FRESNO, CAL.—John R. Allen has been named assistant manager of the California Raisin Advisory Board. He succeeds **Donald C. White**, who resigned to become farm manager for Lindemann Farms, Los Banos.

The appointment was announced, effective July 1, by **Gerald W. Jones**, manager of the California Raisin Advisory Board. Mr. Allen formerly was associated with the Blue & Gold Market in Berkeley. He attended the University of California in Berkeley and served in the air force in World War II and the Korean conflict.

Mr. Allen is married to the former **Peggy MacAlpine** of Fresno. They have two children, **Matthew 1½** and **Melissa 4 months**. Their home is in Fresno.

—BREAD IS THE STAFF OF LIFE—

PLANE PURCHASED

MINNEAPOLIS—General Mills, Inc., has announced that it has purchased its second DC3 airplane for transportation of executives and technicians. The plane is equipped with the latest navigational equipment for all-weather flying.

CONVENTION CALENDAR

1958

Aug. 18-19—Indiana Bakers Assn. Golf outing, South Shore Country Club, Lake Wawasee, Syracuse, Ind.; sec., Ferd A. Doll, 2236 E. Michigan St., Indianapolis, Ind.

Sept. 7-8—Southwest Bakers Assn., summer board meeting and bakers rally; Navajo Lodge, Ruidoso, N.M.; sec., J. R. L. Kilgore, Box 127, Albuquerque, N.M.

Sept. 11—Michigan Bakers Assn., annual outing, Port Huron, Mich.; chairman, Tom J. Korn, 1301 11th St., Port Huron, Mich.

Sept. 13-15—Bakers Club of New York, Inc., Baltimore Bakers Club, Bakers Club of Boston, Central Pennsylvania Bakers Assn., Philadelphia Bakers Club, Pittsburgh Bakers Courtesy Club, annual golf tournament for Lee Marshall Cup, Wernersville, Pa., Galen Hall Hotel and Country Club; sec., Philadelphia Bakers Club, George Landenberger, 401 N. Broad St., Philadelphia 8, Pa.

Sept. 15-17—Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson Skelton, 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta, Ga.

Sept. 16-18—Missouri Bakers Assn., Hotel Taneycomo, Rockaway Beach, Mo.; sec., George H. Buford, Flour Mills of America, Inc., Kansas City, Mo.

Sept. 21-22—Nebraska Bakers Assn., Fort Kearney Hotel, Kearney, Neb.; sec., L. F. O'Konski, Standard Brands, Inc., 1806 Chicago St., Omaha, Neb.

Sept. 22-24—Wisconsin Bakers Assn., Wausau Hotel, Wausau, Wis.; exec. sec., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee.

Sept. 29-30—Virginia Bakers Council, Inc., Annual Fall Conference, Williamsburg Lodge and Williamsburg Inn, Williamsburg; sec., Harold K. Wilker, 5 South 12th St., Richmond, Va.

Oct. 12-14—New Jersey Bakers Board of Trade convention and exhibition, Berkeley-Carteret Hotel, Asbury Park, N.J.; sec., Michael Herzog, Standard Brands, Inc., 48 Claremont Ave., New Brunswick, N.J.

Oct. 13—Indiana Bakers Assn., Severin Hotel, Indianapolis, Ind.; sec., Ferd A. Doll, 2236 E. Michigan St., Indianapolis, Ind.

Oct. 14-17—National Association of Bakery Sanitarians, Hotel Morrison, Chicago; sec., Gerard J. Riley, Room 216, 855 Avenue of the Americas, New York 1, N.Y.

Oct. 17-19—National Bakery Suppliers Assn., Edgewater Beach Hotel, Chicago; sec., John W. Allen, J. W. Allen Co., 110 N. Peoria St., Chicago 7, Ill.

Oct. 18-19—Baking Industry Sanitation Standards Committee, Sherman Hotel, Chicago; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 20—Bakery Equipment Manufacturers Assn., Hotel Sherman, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 19-23—American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Dr., Chicago 6, Ill.

Nov. 11—Connecticut Bakers Assn., Inc., Hotel Statler, Hartford, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Jan. 11-14—Ohio Bakers Assn., annual convention, Deshler-Hilton Hotel, Columbus, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

Jan. 19-21—Pennsylvania Bakers Assn., annual winter convention, Bellevue-Stratford Hotel; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 23-24—National Soft Wheat Millers Assn., Brown Hotel, Louisville, Ky.; sec., Paul Marshall, 1367 Board of Trade Bldg., Chicago 4, Ill.

Feb. 9-11—Tri-State Bakers Assn., Monteleone Hotel, New Orleans.

Jan. 26-28—Potomac States Bakers Assn., annual convention, Lord Baltimore Hotel, Baltimore, Md.; sec., Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

Feb. 9-11—Tri-State Bakers Assn., annual convention, Monteleone Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans, La.

Feb. 14-16—Bakers Association of the Carolinas, stag outing, Pinehurst, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte 7, N.C.

April 17-19—Southern Bakers Assn., Inc., annual convention, Biltmore Hotel, Palm Beach, Fla.; pres., Benson L. Skelton, 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta, Ga.

April 27-30—Associated Retail Bakers of America convention and exhibition, Hotel New Yorker, New York City, N.Y.; sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 13, Ill.

May 12-14—Biscuit & Cracker Manufacturers Assn. and Biscuit Bakers Institute, Inc., joint meeting, Edgewater Beach Hotel, Chicago; sec., B&CMA, Walter Dietz, 20 N. Wacker Dr., Chicago 6, Ill.; sec., BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

June 6-8—Rocky Mountain Bakers Assn., Broadmoor Hotel, Colorado Springs, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

—BREAD IS THE STAFF OF LIFE—

Omar, Inc., Names New Vice President

OMAHA — W. J. Coad, Jr., president of Omar, Inc., announced that Charles Slater has been named vice president and director of marketing of Omar's subsidiary, Supermarket Foods, Inc. Mr. Slater, author of "Baking in America," an economic study of the industry, joined Omar two years ago. He has been assigned to the development of Supermarket Foods from its initiation in March of 1956.

Supermarket Foods has been headquartered in Omaha, but will be moved to Chicago because of the expanded operations of its sales of bakery products in the Midwest.

FOOD ADDITIVES

(Continued from page 11)

"4—We believe every new substance proposed for use in human food should be subjected to adequate pre-testing by the manufacturer or user of the substance, and that such pre-testing should be required by law.

"5—We believe it to be a proper function of government to control those factors which may affect ad-



Howard O. Hunter

versely public health. Therefore, we believe the results of animal experimentation in pre-testing new substances proposed for use in food should be reviewed and approved by the Food & Drug Administration before the substance is allowed to be used in food sold to the public.

"6—We believe the Food, Drug & Cosmetic Act of 1938, as amended to date, does not provide adequate authority for the Food & Drug Administration to control the addition of unusual substances to those foods on which standards and definitions have not yet been promulgated, and that the law should be modified properly in this respect.

"Last year, in hearings before this subcommittee, copies of resolutions similar to the above were inserted in the record by the American Bakers Assn., the American Farm Bureau Federation, the American Meat Institute, the Dairy Industry Committee, the Institute of Shortening and Edible Oils, the Millers National Federation and the National Restaurant Assn.," said Mr. Hunter.

"There are some differences of opinion between the food industries and the Food & Drug Administration as to certain technicalities in the proposed legislation," he went on to say.

"But the important fact is that there seems to be a unanimous agreement that two basic principles should be incorporated into the law, namely: (1) The manufacturer or user of any new additive to food shall adequately pre-test such additive for its safety in human consumption and, (2) The results of this pre-testing shall be approved by the Food & Drug Administration before the new additive is allowed to be used in or on food.

"The present Food & Drug Act does not provide for such pre-testing or prior approval. The present act does not permit the Food & Drug Administration to prevent the use of a new chemical additive to unstandardized food until the Food & Drug Administration can prove it is poisonous or deleterious after it has been used. No doubt there was a time when this point was not as serious as it is now, or might be in the future, but the great advances in chemistry seem to us to make it advisable that we now place safeguards against the use of untested additives to food. There is no emergency in our food supply which would warrant the hasty introduction of any new chemical additive.

"Congress, in amending the Food

& Drug Act in 1938, recognized the same principles we are advocating by changing the drug section of the act to require adequate pre-testing and prior approval by the Food & Drug Administration before a new drug could be introduced to the public.

"I can assure you that if anything happens to a food due to a chemical additive which causes trouble to the consumer, it will not be the manufacturer of the additive who is blamed but it will be the processor of the food. We, therefore, are concerned not only for the consumer but for our own food industries as well.

"I wish to say emphatically, and I think on this point I can speak for all of us in the food industries, that our food supply in this country is good—and it is safe. We undoubtedly are the best fed nation the world has ever known. It is possibly true that too many people are not properly nourished, but this is largely due to food faddists and diet crackpots who have led some people to believe in all kinds of reducing diets and phony health foods. There is ample and adequately nourishing food for the entire population of this country if people will learn to eat this food in the proper balance.

Food Faddists

"It is disturbing to note the activities of food faddists, both individual and organizations, in trying to mislead the consumer as to our food supply. Some of these faddists are, no doubt, sincere. But many of them are not. Many of them have special diets, and so-called health foods, which they sell to the consumer. Worse than that, many of these quacks operate on a technique of fright and try to scare the wits out of the consuming public.

"The chemical industry has helped to make our food supply more adequate and more nourishing. We certainly would not have had as good a food supply within the reach of our entire population except for the use of chemicals in agriculture and in the processing of agricultural products into food, and there is going to be a continuing need for the development of new chemicals for use in our food supply.

"We are most anxious that there continue to be research and development in the production of useful additives to food, and we believe that House Rule No. 366 would in no way handicap such research.

"We do feel very strongly, however, that for the protection of the manufacturer, the food processor, and the consumer, Congress should provide more adequate safeguards to the introduction of new additives to our food supply.

"We wish to call the committee's attention to the somewhat unusual fact that practically an entire industry has joined in requesting Congress to put these safeguards into legislation which affects their own industry. In other words, we in the food industries have initiated and given momentum to this proposal for a food additive amendment to the present act. It certainly has not been forced upon us, and I am sure the record will show that the leadership in securing hearings before you gentlemen on this subject has come from the food industries.

"I close my statement on behalf of the American Institute of Baking by urging upon you gentlemen the passage of an adequate amendment to the Food & Drug Act which would incorporate the basic principles which I have enumerated," concluded Mr. Hunter.



WELCOME—Albert R. Fleischmann, vice president of Standard Brands, Inc., welcomes Dr. Robert S. Fleming "aboard" the Fleischmann Show Boat for breakfast. Dr. Fleming, right, who is chairman of the department of early childhood and elementary education at New York University, was guest speaker at the Fleischmann's Yeast breakfast held during the 48th annual meeting and exhibit of the American Home Economics Assn. in St. Louis.

Fleischmann Arranges "Showboat" Breakfast For Economists

ST. LOUIS—Four hundred members of the American Home Economics Assn. during their annual meeting here went on a "showboat" breakfast tied fast to the "wharf" of the Sheraton-Jefferson Hotel.

Midst wheat flour barrels, cotton bales and all the trappings of river boating as a backdrop, the home economists heard Dr. Robert S. Fleming of New York University and Albert R. Fleischmann, vice president of Standard Brands, Inc., New York, describe the problems facing high school educators. Fleischmann's Yeast sponsored the breakfast.

"Food consumption habits and desires do not change automatically nor do diets become adequate nutritionally, with changes in income," Mr. Fleischmann told the group. "Food habit studies conducted in several sections of the country indicate children, and particularly teen-agers, are

not eating adequate breakfasts, yet their parents' income has gone up. We now have more than 15 million families with incomes over \$5,000."

Dr. Fleming, discussing the problems of teaching better nutrition, asserted that whereas the past quarter of a century has seen new theories of learning emerge, it is his opinion that the key task centers around changing the behavior of people, "and it is increasingly important to emphasize the individual's role as a member of the family."

"The world we live in today," Dr. Fleming continued, "has many problems of nutrition. There are both shortages and over-productions. There is prejudice, indifference and lack of understanding of basic factors. The work of nutrition education must reflect the best we know about learning if our goals are accomplished. The effectiveness of nutrition education can be increased by emphasis on simple principles of learning."

—BREAD IS THE STAFF OF LIFE—

Brothers Appointed To Trade Posts

SHELBY, N.C.—Twin brothers who have shared duties in the operation of a local baking firm have been appointed to trade positions in the industry. They are Floyd P. Bost, general sales manager, and Lloyd C. Bost, vice president, both of Bost Bakery, Inc.

Floyd P. Bost has been elected to the post of area chairman of the North Carolina Bakers Council, Inc. Lloyd C. Bost has been appointed to the board of directors of American Bakers Cooperative of Teaneck, N.J., of which Bost Bakery is a member.

—BREAD IS THE STAFF OF LIFE—

Nebraska Bakery Club Elects New Officers

OMAHA, NEB.—Edward F. Cvejlik, Omar, Inc., has been elected president of the Nebraska Bakery Production Club for the coming year to succeed John Roddy, P. F. Petersen Baking Co., Omaha. Other new officers are Ralph Timperly, Petersen Baking Co., president-elect; Raymond Zaccardi, Omar, first vice president; J. M. Doty, Doty Laboratories, Kansas City, second vice president; and E. J. Rosse, Doty Laboratories, Omaha, secretary-treasurer.



MILLION-DOLLAR STRUCTURE—This is the new research center of Clinton Corn Processing Co., a division of Standard Brands, Inc., at Clinton, Iowa. The recent dedication of the building was attended by approximately 2,000 persons. The company processes 60,000 bu. of corn a day, and keeps about one million bushels of shelled corn on order at all times. With completion of the new building it is planned to double the laboratory staff of 60 scientists within the next three years. The center includes a development laboratory or pilot plant to test processes that have shown promise in the test stage.

Rocky Mountain Bakers Schedule Meeting June 6-8

DENVER—The 1958 annual convention of the Rocky Mountain Bakers Assn. will be held June 6-8 at the Broadmoor Hotel, Colorado Springs. The date and site for the event was decided at a dinner meeting of the board of governors of the association held at Baur's, Denver, July 18. The meeting was presided over by Richard Knight, Macklem Baking Co., Denver, president. The convention will follow a meeting of the board of directors of the American Bakers Assn. at the Broadmoor June 3-5.

A report from Garland Long, vice president of the association, was read by Mr. Knight as Mr. Long was unable to attend. It had to do with the recent meeting with members of the Small Business Committee of Congress, to whom the baking industry protested establishment of a bakery at the Air Force Academy now under construction in Colorado. The meeting was successful for the baking industry which proved it will be able to provide bakery products needed at the academy.

Fred Linsenmaier, secretary, was instructed to write and officially invite the Associated Bakers of America to hold one of its conventions in Denver. By 1961 Denver expects to have two or three large new hotels completed to take care of the convention.

Three members were elected to the executive committee of the association. They are Joseph Kehoe, Campbell-Sell Baking Co.; Pete Click, Rainbo Bread Co.; and C. J. Downing, Old Homestead Bread Co., all of Denver. Officers and the immediate past president make up the balance of the committee.

—BREAD IS THE STAFF OF LIFE—

National Starch Sales, Earnings Increase

NEW YORK—Net sales of National Starch Products, Inc., increased 16.2% in the quarter ended June 30 to \$11,099,545, compared with \$9,548,423 for the same period last year, ac-

cording to the report by Frank K. Greenwall, president. Net income after taxes is \$707,292, compared to \$515,983 last year, a gain of 37.9%.

Six-months figures show sales at \$21,791,719 compared with \$18,632,746 and earnings at \$1,408,185 compared with \$1,044,166, for percentage increases of 17% and 34.9%, respectively.

The quarterly dividend of 25¢ per share was declared, payable Aug. 26 to holders of record Aug. 12.

—BREAD IS THE STAFF OF LIFE—

Walter R. Keefe, Confectionery Leader, Dies

NEW YORK—Walter R. Keefe, vice president and sales manager of Henry Heide, Inc., and a leading figure in the confectionery industry, died recently, quite unexpectedly. He was 61 years old.

Mr. Keefe had been associated with the Heide firm for 47 years, having been hired as an office boy in 1910 by Herman L. Heide, present president and chairman of the board of the company. Mr. Keefe then progressed through one department of the organization after another, accumulating a large knowledge about the confectionery industry.

In World War I Mr. Keefe served with the 102nd Engineers in France and Belgium. He was wounded at the Battle of the Hindenburg Line and received the Purple Heart medal.

When he returned to the Heide firm after the war he was assigned to the production department. In 1930 he was promoted to a job in the sales division, an association which was to develop his wide acquaintance with candy manufacturers and buyers of candy and bakery products.

In 1941, Mr. Heide chose Mr. Keefe to be his assistant in charge of sales. In 1945, Mr. Keefe was named general sales manager. Three years later he became a vice president and a member of the board of directors.

In 1953, Mr. Keefe was guest of honor at a dinner sponsored by the United Jewish Appeal.

Mr. Keefe was a member of the National Candy Salesmen's Assn., New York Candy Club and the Sales Executive Club of New York City.



FLORIDA GRADUATES—The Baking Science and Management School of Business at Florida State University, Tallahassee, graduated 11 students recently. All have been placed in positions with bakeries or allied firms of their own choosing. Standing, from the left, are: Omar B. Smith, Memphis, Tenn.; J. Harvey Hall, Miami, Fla.; Robert R. Schlupf, Louisville, Ky.; Charles E. Ringer, Geneva, N.Y.; Richard M. Blackwell, New Port Richey, Fla.; Martin Mollhausen, graduate student, sales manager of Mollhausen Bakeries, Oslo, Norway; and George Lannuler, graduate student, New York City. Seated: Jimmy Davis, Tallahassee; Margaret E. Clement, Green Cove Springs, Fla.; Dr. L. A. Rumsey, director, baking science and management; Chester G. Newton, Fort Worth, Texas; John E. Beaver, Burnham, Pa. June graduates not shown in the above photo are Harry J. Petry, Crown Point, Ind., and Charles Scarbrough, Atlanta, Ga. Three graduates were awarded bachelor of science degrees at midyear, Feb. 1. They were Lt. Norman Burth, Maspeth, N.Y.; William H. Kelley, Jr., Gastonia, N.C.; and Richard D. O'Brien, Minooka, Ill.

Joseph F. La Barge Retires from Bakery

LOS ANGELES — Joseph F. La Barge, plant manager for the Weber Baking Co. in Santa Barbara, was honored recently at a dinner dance at the Miramar Hotel in Santa Barbara. Nearly 200 employees of the Santa Barbara plant and Interstate Bakeries Corp. general offices in Kansas City and Los Angeles gathered to pay tribute to Mr. La Barge, who retired from active business July 1, after 31 years with Weber's.

R. Dale Weber of Los Angeles, founder of the Weber Baking Co., presented Mr. La Barge with a "perpetual" clock on behalf of the corporation. Paul MacQuiddy, route supervisor, presented him with a contour chair—a gift from the plant employees. After joining Weber's in 1926, Mr. La Barge advanced quickly from route salesman, supervisor, assistant sales manager to plant manager, the

position which he has occupied since 1930.

Mr. La Barge has four sons and one daughter. Lester, his eldest son, has been with Weber 29 years and is sales manager. Leonard is also with Interstate as a route salesman and has been with Weber 20 years. Herbert, prior to accepting a position in Phoenix, Ariz., was with Interstate for 22 years.

—BREAD IS THE STAFF OF LIFE—

Standard Milling's Net Profit Increases

KANSAS CITY—Net profits of the Standard Milling Co. for the 11 months ended April 30, the end of a new fiscal year, exceeded those of the preceding 12 months, the company report, which was issued July 16, reveals. The net was \$400,164 as compared with \$321,053 for the preceding year.

Dividends of 5¢ a share on both class "A" and class "B" stock were paid at Aug. 15, 1956; Nov. 15, 1956; Feb. 15, 1957, and May 15, 1957, making a total of 20¢ a share.

Commenting on developments during the year, the report said: "The company has embarked on a modernization and improvement program at its Buffalo mill. This program will extend over a period of several years, and is the result of a detailed engineering survey designed to improve our method of manufacturing as well as to contribute to top quality production."

• • •

PURCHASES BUILDING

KANSAS CITY—Midland Laboratories, Inc., has purchased the 105,000 sq. ft. mill formerly housing the Standard Milling Co., Kansas City, as a hub for its food processing and laboratory operations.

The company and its affiliate firm, the Food Products Corp., are manufacturers of basic ingredients for commercial bakeries and dairies, such as emulsifiers, cultures, icing base concentrates, prepared mixes, vitamin concentrates and flavoring materials.

Plans call for a considerable enlargement of the company's research laboratories to be separated from production control, as well as for an experimental bakery entirely devoted to the work on problems submitted by customers, a spokesman for the company said.

Textbook on Cereal Chemistry Expanded, Updated

MODERN CEREAL CHEMISTRY (5th Edition) by D. W. Kent-Jones, Ph.D., B.Sc., F.R.I.C., and A. J. Amos, Ph.D., B.Sc., F.R.I.C., analytical and consulting chemists. The Northern Publishing Co., Ltd., Liverpool, 1957.

The revision of "Modern Cereal Chemistry," considered among the most authoritative and comprehensive texts in its field, has been published, a work made more valuable by the inclusion of much valuable material accumulated since the previous edition was issued in 1947. In the words of the senior author, the work has assumed such proportions, due to developments in the field of cereal chemistry, that the current edition may well be the last with which he is able to associate himself.

All of the original chapters on baking, the composition of wheat and milling products, flour characteristics, cereal chemistry and the nutritive value of cereal products of such great technical value to chemists and baking technologists since the book was first published in 1924 are again included, plus several important new chapters on subjects which have evolved since the previous edition 10 years ago.

The wealth of new material included, completely aside from the original work, is testimony to the advancements made the past several years in such fields as the investigation and identification of sugars in flour; studies since 1947 in the field of bread improvement; the science of deformation and flow of matter, rheological studies of dough.

Studies made since the end of World War II on the contamination of insect pests in flour are treated at length, and liberally sprinkled with charts and photographs. This particular section should be of wide value not only to the chemist and the miller but to others concerned with research and methods of pest control in grain and flour.

The text should be of considerable value to baking technologists, and to bakers, because of its clear, easy-to-read manner of presentation. The chapter on the techniques and chemistry of the baking process is one of the longest in the book. The authors devote nearly 30 pages to discussions of such subjects as diastatic action, molds and bacteria in the bread process, proteolytic and enzyme action, and gas production and retention. Sections of the same chapter discuss acid production in doughs, bread flavor, and observations on staling. The chapter is generously illustrated to make each section clear and informative. Bakers will be interested, too, in reading the section on special uses of wheat and flour, including self-rising varieties.

The longest chapter in the book, actually a separate section of almost 120 pages, is given over wholly to explaining and illustrating the chemical and microbiological techniques necessary to clarify the many analytical problems of cereal chemistry.

The rapid rise to economic prominence of scientific animal feeding is clearly indicated by the fact that this 5th edition of "Modern Cereal Chemistry" gives its second longest chap-

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$3.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

SALES REPRESENTATIVES WANTED—A-1 side line product for sales representatives now calling on the manufacturing trade. "Cholmonds," the new taste-tempting chocolate almond bits which have found ready acceptance in the baking, ice cream and confectionery fields, now selling nationally. Write California Confection Co., P. O. Box 190-A, Beverly Hills, Cal.

BAKERIES FOR SALE

MODERN, ESTABLISHED, GROWING retail bakery—Over \$110,000 gross. Sell also meats, dairy products. Fully equipped. Good money maker. Will be your best investment. Poor health forces sale. Write: Bartz Bakery, 1532 N. Telegraph, Dearborn, Mich.

ter, 60 pages, to the subject of cereal and balanced rations for livestock.

The time involved in revising and up-dating the text can be illustrated again by the fact that a score of the world's leading authorities on the subject are listed as contributing major portions of the latest edition, plus numerous others who acted as consultants, copy readers and sources of reference.

It is a significant measurement of the growth of both the subject matter and the text itself that the original edition issued in 1924 covered only wheat, a point noted by the authors. The current edition covers, in addition to wheat, the various aspects of rye, oats, corn, rice, soya and the potato, and is accompanied by a bibliography of over 1,000 references.

—BREAD IS THE STAFF OF LIFE—

AIB School of Baking Charts Coming Year

CHICAGO — Copies of the American Institute of Baking's 1958 School of Baking catalogue, announcing dates of the regular course in baking science and technology, plus the courses for allied personnel, will be mailed to all company members of the institute by Aug. 15, 1957.

Also included in the catalogue is the announcement of a new short course designed for production superintendents. The first class of the new production management seminar will be held during February, Dr. Robert W. English, director of education for the institute, said.

This brings the total of AIB short courses to five, including the existing programs of bakery sanitation, bakery equipment maintenance, baking for allied personnel, and the sales management seminar.

Anyone interested in obtaining a copy of the new catalogue should contact the Registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

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MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.

Quality Millers Since 1879

BUFFALO FLOUR
THE WILLIS NORTON
COMPANY
WICHITA, KANSAS

"RUSSELL'S BEST"

"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

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CORN MEAL
NAPPANEE MILLING CO.
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"Best Out West" "Red Chief"

Four Top Notch Spring Wheat Flours
Sheridan Flouring Mills, Inc., Sheridan, Wyo.

"Diamond D" "Wheats Best"

MICROFILM EDITION OF THE AMERICAN BAKER NOW AVAILABLE

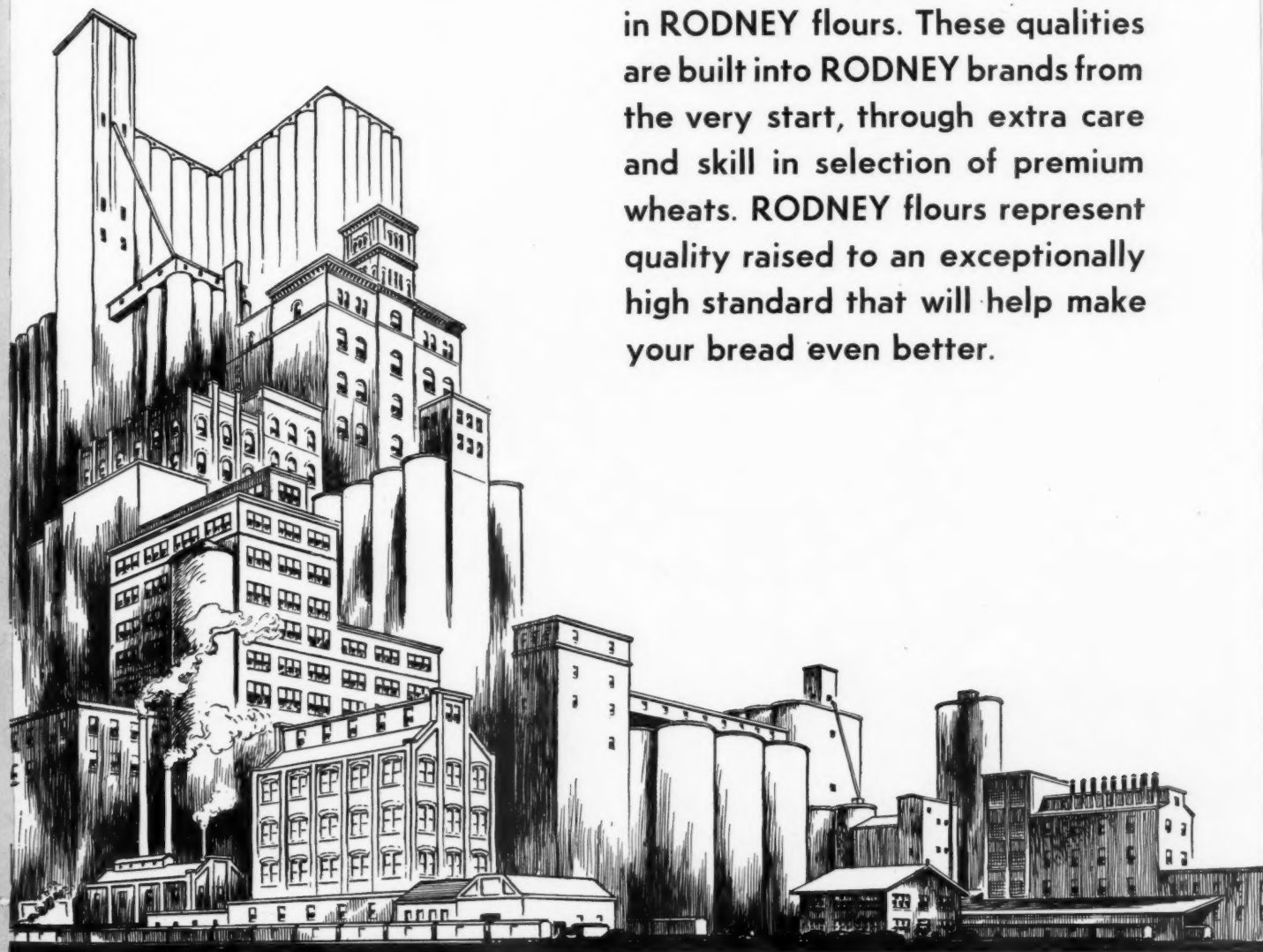
FOR LIBRARIES AND COMPANIES with microfilm facilities, The American Baker is now available in microfilm form, beginning with volume 18, covering the complete set of issues for the year 1950 and continuing through volume 21, for the year 1953. Subsequent volumes will be issued annually by University Microfilms, Ann Arbor, Mich.

One of the most pressing problems facing all types of libraries is that of providing adequate space for a constant flood of publications. Periodicals pose an especially difficult problem because of their bulk and number. For this reason, many libraries and other users of microfilm equipment are substituting microfilm editions for their paper copies after the latter have passed their period of maximum use.

The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.



Nowhere can a baker buy flour that will give him better shop performance, better loaf appearance, greater taste appeal than he gets in RODNEY flours. These qualities are built into RODNEY brands from the very start, through extra care and skill in selection of premium wheats. RODNEY flours represent quality raised to an exceptionally high standard that will help make your bread even better.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.
22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

Loafers to Give Awards to Most Promotion Minded

CHICAGO—The Royal Order of Loyal Loafers will present seven silver crowns at the October convention of the American Bakers Assn. to individuals selected for giving outstanding service to the annual "July Is Picnic Month" promotion of the Bakers of America Program. Five other crowns will be awarded for the best over-all promotion job during

the year. All members of the Loafers are eligible, according to George N. Graf, head loafer.

Four of the awards will be given to bakers, one each in the four geographic sections of the country. Three will be presented to allied supply companies whose support of the picnic program is most outstanding.

Three Loafer councils (including state and regional bakers' associations) will be awarded crowns for the best all-round promotional work in behalf of the baking industry throughout the year. Two allied supply companies will receive trophies for the best over-all promotional job in be-

half of the baking industry throughout the year.

One crown will be awarded to the individual whose support of Loafer projects and other activities in furthering the best interests of the baking industry is deemed the most noteworthy.

The rules for entering a contestant are simple: His case history must be submitted to T. F. Deutschle, Royal Order of Loyal Loafers, Room 1558, 20 N. Wacker Dr., Chicago 6, before Sept. 15. Detailed information about the nature of the support given by the contestant, and other activities, must be given. Photos, clippings and

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-NINE YEARS



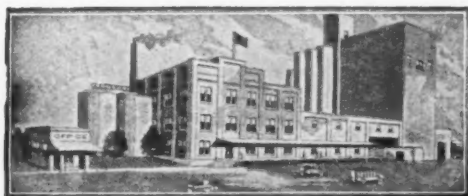
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

The basic ingredient of HUNTER quality is a pride of craftsmanship and a determination to make HUNTER products the perfect baking flours. That is just as much a part of the flour you buy from us as is the choice wheats we select or the extra care and skill that goes into milling them. And that HUNTER pride is a good foundation for building a market winning loaf of bread. Try it!

THE HUNTER MILLING CO.
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HELLO AGAIN—Once again a port-hole view of the witching waves along New Jersey's coast is being used to attract attention to a Convention and Exhibition of the New Jersey Bakers Board of Trade. This one will be the 39th, and as shown above its slogan will be—"You'll Catch The Most on The Jersey Coast!"

any other data which will help present the case for the contestant should be included in the entry.

—BREAD IS THE STAFF OF LIFE—

ACHIEVEMENT AWARD

WILKES BARRE, PA. — Edwin I. Groff, West Reading, Pa., was presented the Quinlan Achievement Award at the annual stockholders luncheon of Quinlan Pretzel Co. The award honors the outstanding member of Quinlan Pretzel Co. each year. Mrs. Ann Quinlan, president, named Mr. Groff as recipient of the award, and presented him with a gold watch to commemorate the honor. Mr. Groff received special recognition for his services in equipping the firm's Denver, Pa., plant. Mrs. Quinlan also announced the appointment of Mr. Groff as vice president in charge of production at the Reading Pretzel Machinery Corp., an affiliate of Quinlan Pretzel Co. Mrs. Quinlan actively serves as president of both companies.

WHITE WHEAT

Low Protein Cake
and Cookie Flours

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IMPORTANT MILLING NEWS

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Revolutionary New Method
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Dioxide For Maturing and
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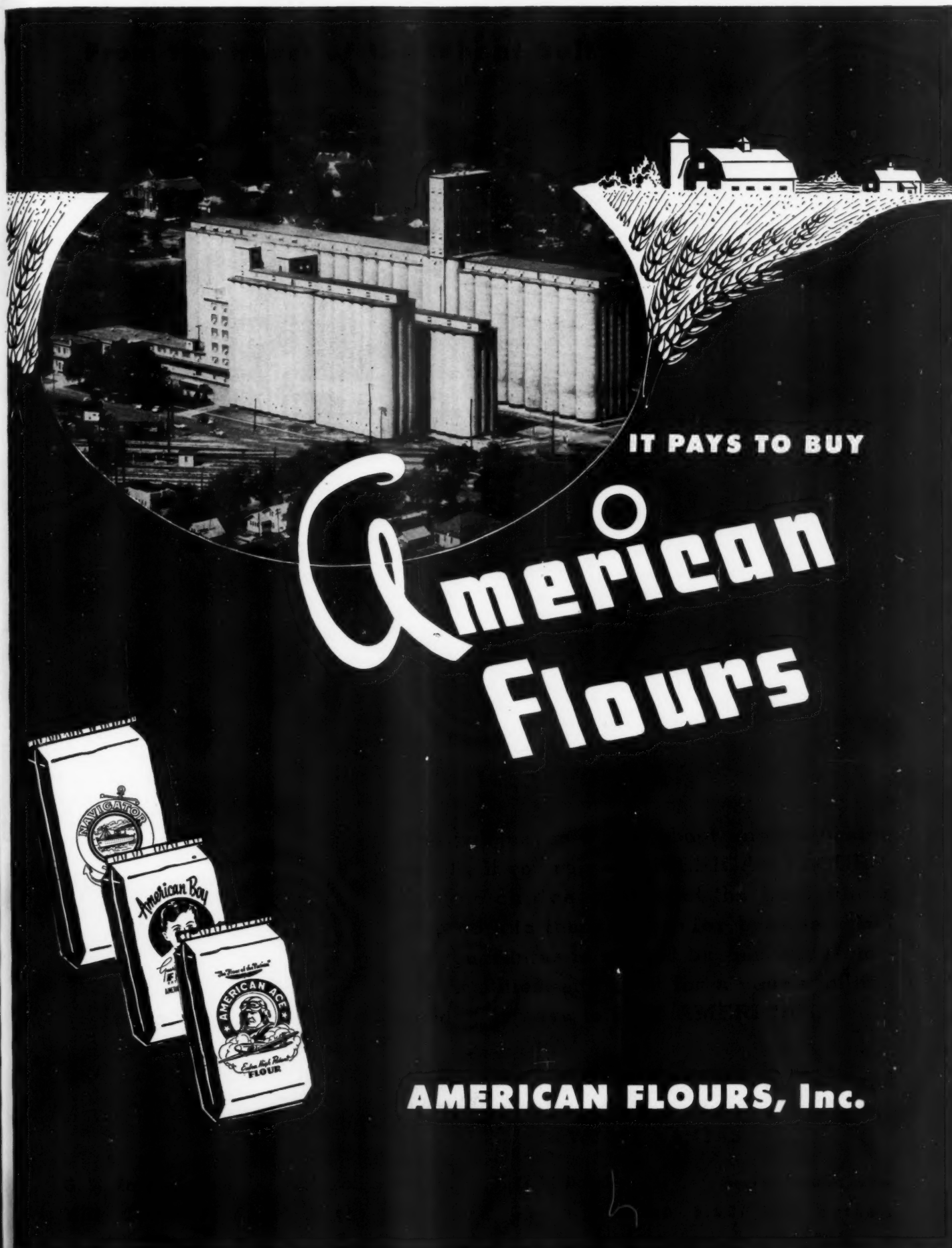
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Be Proud of Your Job,
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The Consolidated Flour Mills Co.

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Strong, Bakers' Patents

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ROANOKE CITY MILLS, INC.

"Finest in the South"

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HIGH GLUTEN FLOURS

For Bakers

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High Grade Soft Winter Wheat Flour
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THE PROCESS OF CONVERTING THE MILLING INDUSTRY FROM SACKED TO BULK REQUIRES MODERN BULK FLOUR STORAGE AND HANDLING FACILITIES TO REPLACE THE OLD SACKED STORAGE WAREHOUSES.

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"A World of Quality and Service"

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*Sweet Cream
Very Best
Masterpiece
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Belmont*

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Plain and Self-Rising

*A Flour Without Equal
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● Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

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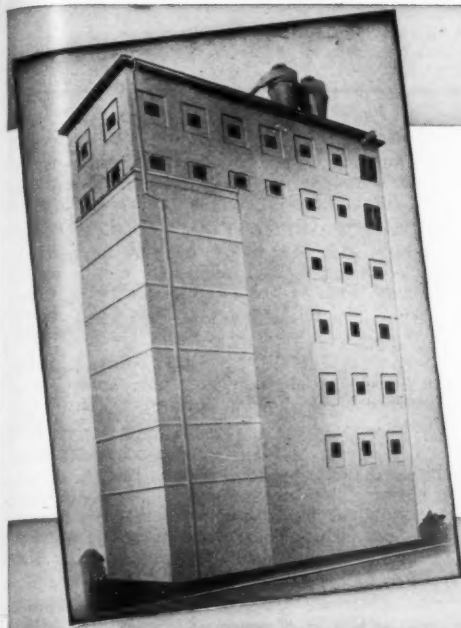
Many Bakers have found that **POLAR BEAR** has no superior in building a quality loaf. You can keep your quality high all the time with this famous flour.

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All Grades

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1000 cwt. Flour—250 cwt. Meal

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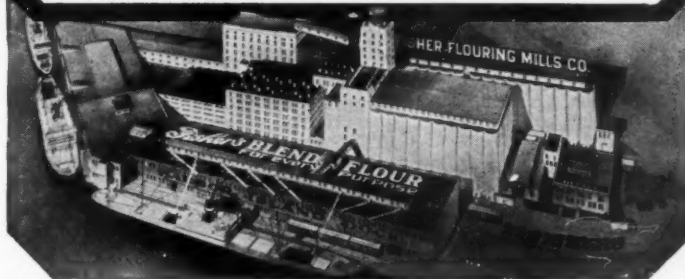
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DAILY CAPACITY 4,200 CWT. SACKS

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Capacity 3,700 Cwt. Daily

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BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

NEW MANUAL FOR BAKERS

By Joseph Amendola

Will be wanted by every baker for his own use and in teaching his helpers. Recipes are arranged step-by-step with careful instructions, and cover all yeast made products, cakes, cookies, pies, puddings, icings and frostings, fillings, assorted pastries and desserts. Fifty illustrations of methods, finished products and charts. The author has been an instructor in baking, cake decorating and ice carving at the Culinary Institute of America in New Haven, Conn., since 1950. He has tested all formulas in this book for taste, cost, and acceptance by the public. They are particularly designed for young bakers on the job, for instructors in vocational schools and supervisors of baking apprentices. 160 pages\$5.00

BAKING SCIENCE & TECHNOLOGY

By E. J. Pyler, and staff of Siebel Institute of Technology

In two volumes of over 800 pages. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field\$15.00

SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers\$3.75

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A new book by Mr. Summers, a companion to his book on Breads and Rolls Manufacture\$4.75

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By Albert R. Daniel

500 pages of sound information covering bread and cake production\$5.00

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by P. S. Jewell, H. Mulholland and S. F. Everiss

A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check upon the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions\$4.00

THE BAKERY TRADE AS A CAREER

By Albert R. Daniel

For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry\$2.00

MODERN BAKERY MANAGEMENT

By F. Boreham

New, 1954. Of exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager\$2.00

BREADMAKING—ITS PRINCIPLES AND PRACTICE (3rd edition)

By Edmund B. Bennion

An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint\$7.20

VIENNA BREAD—and Continental Breads de luxe

By Victor F. A. Richter

Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully illustrated art paper, cloth bound\$4.50

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Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks\$5.00

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Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for\$7.00

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By Monroe Boston Strause

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some\$5.00

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THE REASON WHY

By Albert R. Daniel

Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done\$1.50

MORE REASONS WHY

By Albert R. Daniel

A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information\$1.50

HANDBOOK FOR ROUTE SALES EXECUTIVES (1955)

By Fred De Armond

This volume covers all the factors of route sales work. The baking industry is especially emphasized in it. It deals with all the techniques of establishing routes, controlling salesmen, marketing studies, sales manuals, sales contests, recording problems, transportation problems. A valuable help to bakers that have one or many routes for retail store selling. 276 pages, cloth bound\$6.00

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ANSWERS TO "DO YOU KNOW?"

Questions on Page 22

1. **True.** A bushel of good wheat will weigh approximately 60 lb. The miller therefore should obtain about 42 lb. white flour. This is called a "straight flour."
2. **True.** However, there is an advantage in that the heated mixture will beat up faster.
3. **False.** It may not contain more than 38% moisture one hour or more after it is baked.
4. **False.** The invert syrup content should be reduced and sucrose added in order to make the marshmallow less sticky. Invert syrup is hygroscopic and would attract moisture to the marshmallow, making it more sticky. Cane or beet sugar (sucrose) is known as a drier.
5. **False.** This procedure is not recommended, as irregular fermentation is very apt to result.
6. **True.** This is the main cause for hollow bottoms. The macaroons will also become hard and brittle within a short time.
7. **True.** It is the general opinion that 80-85% relative humidity will produce the best results.
8. **False.** In some bakeries where cake depositors are used, a small amount of baking powder is sometimes used in the formula to counteract the decrease in volume caused by the punishment of the machine on the batter. Some bakers will add about 4 oz. water to each quart of egg whites used to produce a more moist and tender cake. They will then add a small amount of baking powder to decrease the compactness of the cakes resulting from this additional moisture.
9. **True.** This is a tropical plant grown in South America, Africa and the East Indies.
10. **True.** Kisses and meringues are usually dried at about 225-250° F. for best results. When baked at 325° F. they will turn brown, due to the sugar caramelizing. Kisses and meringues should have a white color unless a coloring material has been added. Some bakers dry them on top of the oven and, in some instances, in a heated, dry proof box.
11. **False.** Neither hydrogenated shortening nor lard contain moisture.
12. **True.** There are still some people who believe that beet sugar is not as satisfactory. This, however, is an old idea. Due to improved manufacturing processes, there is no difference between cane and beet sugar.
13. **True.** Observation has shown that this figure is a good general average.
14. **True.** Shrinkage of the meringue will also be decreased somewhat. There are a number of stabilizers on the market to help prevent this trouble. These stabilizers, as a rule, are tasteless and odorless and do not toughen the meringue. The stabilizers can be obtained from various bakery supply houses. The directions for their use should be followed for best results.
15. **False:** The terms are used

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quite indiscriminately by many bakers. As a rule, a devil's food cake contains cocoa, while a cake in order to be called "chocolate" must contain chocolate, not cocoa.

16. **False.** Ammonia causes the frying fat to darken within a short time. Baking powder is generally used for French doughnuts.

17. **False.** The crust will be mealy due to the melting of the shortening. It is the small lumps of shortening in the dough that causes flakiness. When hot water is used the dough will be soft and sticky. It should be chilled over night so that

it will tighten up, and thereby handle easier.

18. **True.** It is not harmful to the flour. However, enzymatic action is slowed down to a large extent and therefore the flour does not age as rapidly. Before using the flour it should be warmed up to about 70-75° F. for some time.

19. **False.** When making high sugar content cakes a mixture of flour and shortening is used to grease the pans. By replacing the flour with cocoa, the white ring will be eliminated.

20. **False.** Rye bread with square

ends, is preferred as there is less waste when making sandwiches.

—BREAD IS THE STAFF OF LIFE—

JOINT MEETING SCHEDULED

CHICAGO—The 55th annual joint meeting of the Biscuit and Cracker Manufacturers' Assn. and the Biscuit Bakers Institute, Inc., will be held May 12-14, 1958, at the Edgewater Beach Hotel, Chicago. In announcing this meeting, B&C president, George W. Burry, Burry Biscuit Corp., Elizabeth, N.J., said the joint meeting was being returned to Chicago upon the request of a majority of the association's members.

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Tri-State Bakers Pick New Orleans For Convention

NEW ORLEANS — Officers and members of the executive committee of the Tri-State Bakers Assn. have voted to hold the 1958 annual convention Feb. 9, 10 and 11, at the Monteleone Hotel in New Orleans, the scene of its first convention in 1932, when the association was organized.

William L. Wolf of Wolf's, Inc., Lafayette, La., presided at the meeting at which the decision was made. Sidney Baudier, Jr., presented the annual report of the secretary-treasurer. The president stated that he would shortly announce a list of members of the board of governors.

Louis Schweizer, Blue Ribbon Bakery, Hattiesburg, Miss., led a discussion on possible features to gain interest of more retail bakery operators.

There was also a discussion of holding sectional meetings at Birmingham, Ala., and Jackson, Miss., led by Charles Maggio, Tasty Baking Co., Baton Rouge, La. Talks were given also by Harold Salmon, Jr., Holsum Bakeries, Inc., New Orleans; Andreas F. Reising, Sunrise Bakery, Inc., New Orleans, and Larry J. Long, Long's Bakery, New Orleans, president of the New Orleans Master Bakers Assn. Roger Baudier, Sr., The Dough Boy, recalled that the Tri-State Assn. had held its organizational meeting at The Monteleone Hotel in 1932.

—BREAD IS THE STAFF OF LIFE—

Sugar Firm Building Seattle Bulk Plant

SEATTLE, WASH.—Industrial users of sugar in the Pacific Northwest will be served by a new facility of the U and I Sugar Co. in September with the completion of a new \$250,000 bulk sugar station in Seattle.

Construction on the new building was started in July, said Paul Scalley, Washington manager of the company. U and I has its general offices in Salt Lake City. It operates sugar plants at Toppensish and Moses Lake, Wash.

Mr. Scalley said the new station will consist of a steel and concrete block building, plus three big bulk sugar storage tanks, each with a capacity of 300,000 lb. In the building itself will be warehouse space for an additional 600,000 lb. in bags and packages of all standard sizes ranging up to 100 lb.

The plant will have facilities for handling rail car and truck shipments of sugar and for servicing the unique U and I tote bins that are widely used in supplying bulk sugar to confectioners and bakers in the Seattle area.

The station is being erected on land leased from the Northern Pacific Railroad and will be served by a 150-ft. spur rail line.

—BREAD IS THE STAFF OF LIFE—

MILPRINT ACQUIRED

NEW YORK — Announcement has been made of the acquisition of Milprint, Inc., packaging firm, by Philip Morris, Inc. Holders of Milprint common stock were given until July 19 to exchange their shares for Philip Morris common stock. Since over 90% of the stock of Milprint had been presented for exchange by stockholders, O. Parker McComas, Philip Morris president, has declared the exchange effective in accordance with the terms of the prospectus dated June 21, 1957.

Graco Paper Host To Florida Bakers

MIAMI BEACH, FLA. — Bakers from all parts of Florida were recent guests of the Graco Paper Co., Inc., at a social hour and merchandise display at the Hotel Lucerne here. Harold R. Granoff, president of Graco, served as host.

Mr. Granoff spoke to bakers briefly about the new items now available from his firm for decoration, utility and improved packaging, and informed them that his firm is now servicing the entire state of Florida. Bakers were given a souvenir booklet of the event.

—BREAD IS THE STAFF OF LIFE—

SHOP OPENS

The Pastry Shop has completed a remodeling and redecorating program at 358 N. Main St., Elmira, N.Y.

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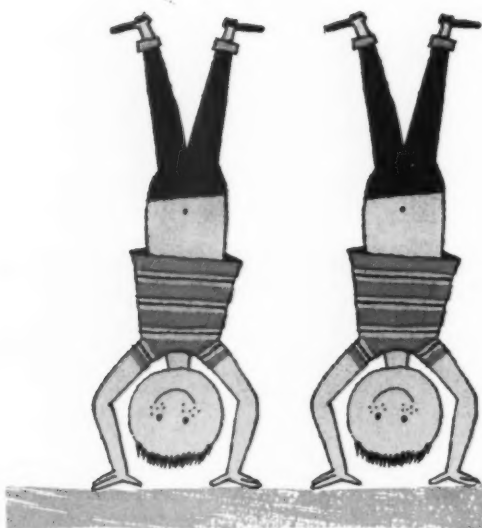
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